

OBJECTIVE

I'm best working face to face with clients, calming their fears of the unknown, heading into complex software design problems in education, healthcare, finance, software, or the arts. I'm seeking executive, director, lead, or senior-level design role where design strategy, management, tactics, and implementation are in short supply.

SUMMARY

With experience in eight design disciplines, in over thirty business industries, with skills including client management, UX research, workflow design, interactive prototyping, computer programming, and delivering, responsive, accessible solutions. I've been the solo designer for nearly 90% of the positions and projects I've been involved with over my career. I have a proven track record of collaborating to strategize, develop, and execute scalable design solutions for software, transactional campaigns, marketing, and advertising.

EXPERIENCE

HamiltonBorchman

2005 – Present

Senior Digital Experience Designer

- Designed over 1,000 successful projects, including responsive and transactional products for mobile and desktop platforms.
- Led cross-functional teams to strategize and execute design solutions that adhere to best practices and accessibility standards.
- Conducted customer interviews and usability testing and incorporated data insights to inform design decisions.

Hatch Early Learning Inc.

2022 – 2023

Senior User Experience Designer

- Reduced onboarding steps from 19 to 6, improving user experience and engagement.
- Utilizing AI for research and creativity led to faster and more efficient design processes.
- Conducted user research and created personas to enhance product usability and customer satisfaction.

Art+Logic Inc.

2016 – 2022

Senior User Experience, and User Interface Designer

- Led a \$2M auctioneering software refactor project, delivering high-quality interactive prototypes and designs.
- Collaborated with distributed teams across multiple time zones, ensuring timely and successful project delivery.
- Secured significant new contract work through my exceptional customer service, and innovative design solutions.

AGIA Insurance

2013 – 2015

Senior Web Designer and Email Designer

- Achieved a 20% conversion rate improvement and a 25% email engagement increase through strategic design enhancements.
- Conducted A/B testing and used data analytics to refine marketing campaigns and digital experiences.

EDUCATION

Bachelor of Science in Computer and Information Science, Hartwick College, Oneonta, New York

Bachelor of Arts in Fine Arts—Painting Concentration, Hartwick College, Oneonta, New York

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AWARDS

American Web Design Awards

Graphic Design USA — May 2012

Print Media Service Case Study History Award

Dynamic Graphics — July 1993

Hartwick College Library Art Collection Award

Hartwick College — April 1991

EXPERIENCE IN 8 DESIGN DISCIPLINES

- ⇒ Digital
- ⇒ Advertising
- ⇒ Marketing
- ⇒ Branding
- ⇒ Packaging
- ⇒ Educational
- ⇒ Editorial
- ⇒ Book

DESIGN EXPERIENCE IN OVER 30 INDUSTRIES

- ⇒ Accounting
- ⇒ Agriculture
- ⇒ Architecture
- ⇒ Arts
- ⇒ Audio
- ⇒ B2B
- ⇒ B2C
- ⇒ B2B2C
- ⇒ Construction
- ⇒ Consumer Electronics
- ⇒ Data Management
- ⇒ Performing Arts
- ⇒ Education
- ⇒ Finance
- ⇒ Computer Hardware
- ⇒ Healthcare
- ⇒ Insurance
- ⇒ Legal
- ⇒ Management
- ⇒ Medical Devices
- ⇒ Motion Pictures
- ⇒ Motor Vehicles
- ⇒ Newspapers
- ⇒ Printing
- ⇒ Private Investigation
- ⇒ Professional Services
- ⇒ Publishing
- ⇒ Real Estate
- ⇒ Software
- ⇒ Surrogacy
- ⇒ Technology
- ⇒ Telecommunications
- ⇒ Scientific Services
- ⇒ Wholesale Trade

SKILLS

- ⇒ UX Design
- ⇒ UI Design
- ⇒ UC Design
- ⇒ E-commerce
- ⇒ Transactional Experiences
- ⇒ Information Architecture
- ⇒ Taxonomies
- ⇒ Wireframes
- ⇒ Prototypes
- ⇒ Storyboarding
- ⇒ Agile
- ⇒ User Research
- ⇒ Usability Testing
- ⇒ Cross-Functional Team Collaboration
- ⇒ Design Leadership