

A veteran visual designer with conceptual and pragmatic experience across multiple disciplines and industries.

With natural curiosity, I bring a blend of collaborative problem-solving, design, and world-class skills to any project.

I help people and organizations create visual prototypes of ideas, promoting clear communication of concepts.

I design experiences and interfaces for software, websites, and mobile applications by listening to my collaborators, asking questions, and uncovering answers until things make sense.

Visit my website, just click below.

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EXPERIENCE & INTERFACE DESIGNER

HB LLC

JAN 2005 — PRESENT

I have worked on over 300 Internet projects, including experience and interface design for applications, websites, email, and video production. I work with clients in numerous industries, including technology, design, advertising, and education. I have managed multiple large projects remotely with clients and team members distributed worldwide.

EXPERIENCE + USER INTERFACE DESIGNER

Art+Logic

JUN 2016 — APR 2022

For six years, I focused on the user interface, user experience, and accessibility issues for a spectrum of custom software projects delivered through the Internet or mobile devices. The remote teams varied in size from 1 to 16, based on scope & budget. Communication with everyone was—and is—key to the success of all projects. The work environment was critical in refining skills in producing deliverables on schedule, running remote meetings, and presenting to clients online. My work at Art+Logic has made me a better designer.

SENIOR WEB AND E-MAIL DESIGNER

AGIA

OCT 2013 — SEP 2015

I focused on improving user experience and campaign effectiveness by designing more intelligent, responsive digital marketing efforts using email, landing pages, and “funnels.” The emails were customized and tailored by user behavior to deliver relevant content, producing measurable improvements in engagement. I improved several campaigns’ engagement by more than 25% through design and iteration over many email efforts. I executed A/B and multivariate testing to improve performance.

DIRECTOR OF COMMUNICATIONS

Thacher

FEB 1999 — JUN 2005

I was responsible for the creative direction and design of all institutional communications (print and web) for Admissions, Alumni + Development, and Administrative offices, including the monthly magazine, website, and periodic communications. I was also the Lead Designer for *The Campaign for Thacher*, a fund-raising initiative. Faculty Advisor to the student yearbook, *El Archivero*, mentoring students in graphic design and photography.

WEB DESIGNER & IT MANAGER

JDA Inc.

MAY 1996 — FEB 1999

I managed all technology for a 10-person design studio, including all digital assets, servers, backups, and archives. I was the lead designer and developer for all Internet projects. I also developed print production pre-press standards sought by commercial printers for their high level of excellence so they could educate clients on how to properly submit fully digital projects to a commercial printer, which was in its infancy at the time.