

OBJECTIVE

I'm seeking a Principal Product Experience Designer role at Oracle, where I can leverage my extensive design strategy and execution skills to transform the construction industry to be more efficient, lean, and green.

SUMMARY

With 30 years of UX and UI design experience across multiple industries, I specialize in creating user-friendly, responsive, and transactional products. I have a proven track record of collaborating with cross-functional teams to strategize, develop, and execute design solutions. My expertise includes user experience research, prototyping, and delivering accessible, industry-best practices for digital products in an Agile environment.

SKILLS

User Experience (UX) Design, User Interface (UI) Design, Responsive Design, E-commerce and Transactional Experiences, Information Architecture and Site Taxonomy, Wireframes, Prototypes, and Storyboarding, Human-Centered Design, Agile Environment, Usability Testing, Enterprise/SaaS product experience, Cross-Functional Team Collaboration, Design Leadership and Thought Leadership

EXPERIENCE

HamiltonBorchman

Human-Centered Senior Digital Experience Designer

2005 – Present

- 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 usability testing and incorporated data insights to inform design decisions, enhancing user experience and engagement.

Hatch Early Learning Inc.

Senior User Experience Designer

November 2022 – May 2023

- Reduced onboarding steps from 19 to 6, significantly improving user experience and engagement.
- Leveraged AI for research and creativity, leading to faster and more efficient design processes.
- Conducted user research and created personas to enhance usability and customer satisfaction, ensuring solutions aligned with needs.

Art+Logic Inc.

Senior User Experience and User Interface Designer

June 2016 – April 2022

- Led a \$2M auctioneering software refactor project, delivering high-quality prototypes and designs.
- Collaborated with multi-geographic teams in an Agile environment, ensuring timely and successful project delivery.
- Secured significant contract values through exceptional customer service and innovative design solutions.

AGIA Insurance

Senior Web Designer and Email Designer

October 2013 – September 2015

- 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, enhancing user engagement.

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

- Top Creative Design Agencies, Clutch, Los Angeles — 2018
- Top Graphic Designers, Clutch, Los Angeles — 2018
- American Web Design Awards, Graphic Design USA — May 2012
- Hartwick College Fine Arts Library Collection Award, Hartwick College — April 1991

INDUSTRY EXPERIENCE

- 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

