

OBJECTIVE

I'm seeking a remote senior-level IC design role at an early-stage company that needs design strategy and execution. I'd like to collaborate with founders and cross-functional teams on complex design problems in healthcare, software, or the arts.

SUMMARY

With 30 years of design experience across multiple industries, I specialize in creating responsive, consumer-facing, 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.

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 Software Design Process, Customer Research and Usability Testing, Cross-Functional Team Collaboration, Design Leadership and Thought Leadership

EXPERIENCE

HamiltonBerchman

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.

Hatch Early Learning Inc.

Senior User Experience Designer

November 2022 – May 2023

- 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.

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, 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.

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
- Hartwick College Fine Arts Library Collection Award, Hartwick College April 1991

INDUSTRY EXPERIENCE

- Technology
- Software
- Consumer Electronics
- Healthcare
- Education
- Finance
- Performing Arts
- Telecommunications