

A veteran visual designer

with conceptual and pragmatic experience across multiple disciplines and industries.

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

I help people and organizations create visual prototypes to communicate ideas to others.

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

Visit my website to see my full résumé, case studies, and portfolio.

EXPERIENCE & INTERFACE DESIGNER

HBLLC

JAN 2005 — PRESENT

I have worked on > 300 Internet projects, including experience and interface design for applications, websites, e-mail, 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 interface, user experience, and accessibility challenges for 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 better.

SENIOR WEB AND E-MAIL DESIGNER

AGIA

OCT 2013 — SEP 2015

My focus was improving conversions with user experience by designing smarter, responsive digital marketing campaigns using e-mail and landing pages. I customized E-mails to deliver relevant content, leading to measurable engagement improvements. I used analytics tools to measure and test. Projects included strategic planning, product and user research, visual design, responsive custom programming, and a robust analytics strategy, including implementation, testing, and reporting.

DIRECTOR OF COMMUNICATIONS

Thacher

FEB 1999 — JUN 2005

I was responsible for all creative direction and design of institutional communications for the Admissions, Alumni, and Administrative departments. I was also the Lead Designer for The Campaign for Thacher, a fundraising movement. 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 for better project submissions.