

CAREER SUMMARY

- **Executive UX Design & Digital Experience Leader leveraging 15+ years of experience working with Fortune 100 companies, providing UX leadership, innovative problem-solving, and cultivating a user-centered approach to deliver strategic design and marketing solutions aligned with organizational goals and objectives.**
- **Over 10 years of executive leadership experience, adept in establishing and executing company vision, goals, and financials, coupled with 5 years of expertise in developing Digital Experience Platforms (DXPs) integrating CMS and CRM with digital technologies.**
- **Enhanced team efficiency by 25-75% through adoption and implementation of AI technologies.**
- **Focused processes and procedures to ensure effectiveness and efficiency, optimizing team productivity by increasing the weekly utilization rate from 50% to an impressive 87%.**
- **Integral team member collaborating with developers and designers to develop and implement an efficient system for creating and managing design systems in Figma, aligning development practices, enhancing productivity and communication, and securing a 25% reduction in launch time.**
- **Instrumental in continuously generating significant leads that delivered high conversion rates from 11% to 12%, resulting in multiple organizational large-scale projects.**
- **Founded DAHU (Design And Human Usability), a boutique design Agency, and served as Design Director, establishing a top-performing business that Promet Source acquired.**
- **Oversaw the user research and design of Mary Kay's sales consultant iOS app that launched as the #1 app in the Lifestyle category, generating a \$1.5M reduction in costs in printed catalogs while generating ~\$3M in revenue for the paid application.**

CORE COMPETENCIES

- Human-Centered Design
- User Experience Design (UX)
- Digital Experience (DX)
- User & Market Research
- Design Thinking
- User Interface Design (UI)
- Design & Brand
- Content Production
- Digital Marketing
- Marketing Automation
- Coaching & Mentoring
- Technical Thinker
- Web Accessibility (WCAG)
- Team Building & Leadership
- Operations & Project Management
- Marketing Technology / DXPs
- Data Analytics
- Strategy Development & Execution
- Stakeholder Engagement
- Cross-Functional Influence
- Workflow Management
- Keynote Speaker

PROFESSIONAL WORK EXPERIENCE

ELEVATED THIRD – DENVER, CO

UX Director

2021 – Current

- Recruited to serve as an integral executive leader responsible for managing a cross-functional creative team of 8, including UX/UI Designers, Content Strategists, and Contractors, implementing processes, creating a disciplined practice, and new service lines that produced a dependable and repeatable process.
- Focused processes and procedures to ensure effectiveness and efficiency, optimizing team productivity by increasing the weekly utilization rate from 50% to an impressive 87%.
- Launched an initiative to enhance organizational management skills concerning feedback, recognition, personal growth, and team alignment, driving the employee engagement metrics from 7.9 to 9.
- Lead discovery processes for UX, design, and digital strategy in Agile frameworks, driving innovation and project collaboration.
- Established a lean human-centered design practice that consistently delivers top-tier user experiences with innovative workshops, user research, and design thinking with a focus on Conversion Rate Optimization (CRO).
- Oversee the management of various simultaneous projects, including individual project budgets spanning \$350K to upwards of \$1M, monitoring performance regularly to ensure alignment with expectations.
- Leverage effective communication skills in critical high-stakes scenarios to convey design solutions to high-level stakeholders.
- Lead SEO and SEM strategies, including Google Ads, while collaborating closely with developers, designers, UX, and Digital Marketing teams to develop and implement an efficient Figma-based design management system, aligning development practices, boosting productivity and communication, and achieving a 25% reduction in project launch time, all contributing to delivering comprehensive Digital Experience solutions that meet clients' business objectives.
- Communicate with diverse stakeholder groups and work together to discover challenges and tailor design solutions for prominent organizations, including UserTesting.com, Sinch, Brightly Software (Siemens), Transamerica, GE, Costar, Coupa, International Paper, Flexential, and Comcast Technology Solutions.

PROMET SOURCE – CHICAGO, IL

VP, Digital Experience

2018 – 2021

- Recruited to perform as VP of Digital Experience, leading 9 resources across 3 teams, including the UI/UX Design team, Professional Training team, and Marketing team, providing integrated and comprehensive solutions to achieve organizational objectives.
- Held full P&L ownership while maintaining marketing budget and simultaneous project budgets ranging from \$300K to \$1M.
- Developed and executed a digital marketing nurture strategy using Pardot with Salesforce and the martech stack, enhancing customer experience and marketing-sales collaboration, resulting in a significant increase in MQLs and sales (~300%).
- Responsible for developing and launching cutting-edge design strategies utilizing design-thinking workshops and user experience (UX) methodologies, collaborating with developers, project managers, and business owners to drive innovation.
- Instrumental in generating leads that delivered high conversion rates from 11% to 12%, leading to large-scale projects, utilizing/leading SEO and SEM strategies, including Google Ads, for both the organization and its clients.
- Leveraged expertise to direct impactful UX, design, and digital strategy initiatives for multiple organizations, including Orange County, CA, Government Office of Accountability, Southern District Court of New York, Portland State University, Oklahoma University, Martin County, FL, Marin County, CA, Southern Illinois School of Medicine, and Blue Cross Blue Shield of NC.
- Oversaw professional training program, handling marketing for remote courses, coordinating instructors, and securing logistics.

DAHU – AUSTIN, TX

Founder, Design Director

2015 – 2018

- Founded DAHU (Design And Human Usability), a boutique design Agency, and served as Design Director, establishing a top-performing business that Promet Source acquired.
- Utilized best practices and subject matter expertise to design strategies spanning UX/UI, digital strategy, branding, marketing, creative, service design, messaging, video, analytics, and software and web development, supporting small businesses, higher education, and various federal and state governments.

SOMNIO – AUSTIN, TX

Executive Creative Director

2010 – 2015

- Promoted upwards through various organizational roles, including Designer, Account Manager, Creative Strategist, and Director of Account Services, ultimately becoming the Executive Creative Director.
- Responsible for leading a team of upwards of 20 direct reports and 20 contractors spanning UX/UI, Design, cross-functional Creative teams, and Digital Project Management teams in the creation of global digital solutions within UI/UX, visual design, video, and software development for clients such as Cisco, Dell, Emerson, HP, IBM, Mary Kay, SunTrust Bank, and Thermo Fisher.
- Developed User Experience practices and methodologies, building a Human-Centered approach to discovery, usability, and design.
- Created and launched a UX strategy, user research, and visual design focused on improving the user experience of Mary Kay's sales consultant software ordering system, reducing time to place product orders, and decreasing number of calls to help desks.
- Oversaw the user research and design of Mary Kay's sales consultant iOS app that launched as the #1 app in the Lifestyle category, generating a \$1.5M reduction in costs in printed catalogs while generating ~\$3M in revenue for the paid application.
- Collaborated with VPs at IBM to develop innovative technologies to incorporate into other IBM tools, workshopping to take Blue Sky thinking into a strategic roadmap.
- Created a Human-Centered Design interactive technology exhibit in collaboration with Emerson Process Management and LUMA Institute, showcasing the importance of human-centered design to Emerson employees and partners.
- Partnered with the Marketing teams at HP, Dell, Emerson Process, and IBM and collaborated with marketers and engineers to implement award-winning creative and technical solutions.
- Functioned as the point of contact with key accounts and drove significant revenue increases, including growing accounts HP from \$300K to \$3M and Emerson Process Management from \$150K to \$1.5M yearly.

ADDITIONAL NOTABLE EXPERIENCE:

Atlas Efficiency Solutions – Co-founder and Marketing Director | eDoorways International – Creative Director

Barbara K Enterprises – Design Director | ID-One – Account Director

EDUCATION & CERTIFICATION

The University of Texas – BFA Fine Arts, Studio Art

LUMA Institute – Human-Centered Design Practitioner

NNg Nielsen Norman UX Certification – UX Management Specialty (expected 2024)

Mandel Communications – Executive Presentation Skills