

## experience

### **2007-Present, Director of Design and User Experience, Interactive Strategies, Washington, DC**

- Managed and participated in the development of moodboards, flow diagrams, wireframes, and design mockups
- Assisted with web strategy development including competitive market analysis
- Participated in discovery and user segmentation meetings
- Oversaw usability testing including recruitment, click model development, session moderation, and recommendations
- Managed daily tasks and deadlines of design and production departments

### **2007 (3-month contract position), Design Team Leader, True Presence, Baltimore, MD**

- Re-engineered the company's creative delivery process resulting in greater efficiency and profitability
- Managed daily tasks and deadlines of 3-person design team
- Managed work of numerous independent contractor designers from across the country
- Managed and participated in the development of moodboards, flow diagrams, wireframes, and design mockups
- Moderated client discovery and user segmentation meetings
- Conducted client training on company's home-grown content management system

### **2002 - Current, Creative and Usability Director, Indigio Group, Inc., Denver, CO**

- Pioneered growth of creative department from a single-person support service to an integrated, multi-discipline department including design, information architecture, usability, and production
- Managed and participated in the development of moodboards, flow diagrams, wireframes, and design mockups
- Moderated client discovery and user segmentation meetings
- Oversaw usability testing including recruitment, click model development, session moderation, and recommendations
- Produced standards-based HTML and CSS
- Developed online and print marketing materials to promote Indigio services to potential clients
- Managed daily tasks and deadlines of 7-person design team
- Collaborate with analytics departments to identify ways to improve client site performance

### *Honors and Awards*

- Indigio Employee of the Year
- Budget Rent-A-Car Site (designed by Indigio) - ranked #1 in overall site design, organization and reservation satisfaction among car rental sites

### **1997-2002, Marketing Communications Manager, Graebel Companies, Inc., Aurora, CO**

- Designed and edited print marketing collateral including brochures, direct mail, binders, folders, sales sheets
- Prepared email and web-based marketing campaigns
- Wrote and edited sales proposals and company press releases
- Design and edited bi-monthly company newspaper
- Managed team of 4 writers and graphic designers

### **1993-1997, Marketing and Graphics Specialist, RMH Group, Lakewood, CO**

### **1993, Copywriter, Right Brain Advertising & Marketing**

### **1992-1993, Copywriter, May D&F, Denver, CO**

### **1992-Current, Freelance Web Consulting**

## education

Iowa State University, 1992  
B.S. Journalism and Mass Communications

Muscatine Community College, 1989  
A.S. Business Focus