
SUMMARY

Multi-discipline Design

Eighteen years of combined management & supervisory experiences in the areas of user experience, interaction, information architecture, interface, visual, web, graphic design, branding and advertising. Possessing a vast amount of experience in Fortune 100/500, financial industry, large and small scale business in the areas of interactive, new media, web based software, application software and online services.

Agency Experience

Archer Design, EVB, Hot Studio, Moore Price Design, Odopod, Razorfish, Real Branding, Sequence and Singlebound Creative.

Brand Experience

Atari, Avaya, Best Buy, Charles Schwab, Cisco, Electronic Arts, Eidos, Gymboree, Hands On Mobile, Intel, Mens Wearhouse, Microsoft, Moores Clothing, Namco, Nintendo, Red Giant, Rodan+Fields, SEGA, Sony, Synaptics, Wells Fargo, William O'Neil, YuMe and Ztail.

Specialties

User Centered Design, User Experience evangelist, process driven and highly organized, research product/service and create competitive analysis, develop personas, users and goals scenarios, wireframe UI and web based layouts, construct site maps and detailed user flows, direct design specifications across multiple projects, over a decade of handling clients/accounts, juggle & meet project deadlines simultaneously and give, take direction and work independently.

EMPLOYMENT

Razorfish 2011-2011

Contract Lead User Experience Designer
Researching, strategy sessions, designing architecture and wireframes. Client: Avaya, Intel and Microsoft.

LOYAL3 2011-2011

Contract Usability/User Experience Consultant
Planning, organizing, recruiting and helping execute usability testing for Loyal3 applications.

EVB 2011-2011

Contract Sr. Information Architect/User Experience Designer
Researching and designing wireframes and flows. Client: Jameson Whiskey.

Sequence 2011-2011

Contract Sr. Interaction Designer
Researching and designing sitemaps and wireframes. Client: Best Buy.

Razorfish 2010-2011

Contract Lead User Experience Designer
Competitive analysis, research trends, stakeholder interviews, sitemap/information architecture, interface guidelines, workflows, experience briefs, wireframes, task flows, workflows and building frameworks to expand on. Clients: Sony, Intel and William O' Neill.

Wells Fargo 2009-2010

Contract Lead Interaction Designer/Visual Designer/Customer Experience
Customer Experience Lead for the refresh of Wells Fargo Online Banking that focuses on improvement and expansion of the private loan product line, credit card reform, Wachovia merger integration, bank owned properties, and the Wells Fargo Online Banking Tours. Customer Experience tasks include: gathering, creating and integrating briefs, mockups, wireframes, wire mocks, sitemaps and copy decks. Liaison and project management with outside vendors.

Odopod 2009-2009

Contract Information Architect/User Experience Designer
Researching and designing architecture, sitemaps and navigation for flash/xhtml based sites. Developing detailed wireframes for landing and template pages. Client: DonQ Rum.

Real Branding 2009-2009

Contract User Experience Designer
Reviewing all approved design comps and providing copy requirements for all content areas for projects. Writing final document and delivery for client and internal stakeholders. Client: USGA.

Singlebound Creative 2007-2008

Lead Information Architect/Lead User Experience Designer
Helped create and apply a foundation of processes for UX, design, development and launch of services for clients. Instituted an index of templates, symbols, icons, fonts, logos extensions and plugins to improve efficiency of timelines. Research and gather background information, conduct a competitive analysis, build personas, develop users and goals scenarios, create detailed sitemaps, wire frames and user flows for client web sites, web based applications, tools and mashups. Clients: Gymboree, Hands On Mobile, Mens' Wearhouse, Moore's Clothing, Synaptics, YuMe and Ztail.

Hot Studio 2006-2007

Contract Sr. Visual Designer

Innovate and redesign over a hundred new icons for an internal network web application. Team based collaboration, visual, UI and icon design. Executed mockup & layouts for finance based client/customer needs. Designed user flow, layout/mockups derived by the client's wireframes. Clients: Cisco, Charles Schwab and Gridstone Research

Simucad Design Automation - Silvaco International 2002-2006

Creative Director/Multi-discipline Designer

Responsible for all corporate communications including: external websites (4), internal website, logo designs, identity branding, usability, collateral, data sheets & brochures. In addition I provide the user experience, interaction, information architecture, graphic user interface design and developed a family icons for eighteen software applications.

Xtime, Inc. 2000-2002

Assistant Art Director

Constructed the user interface and helped develop the interactions of the web based application/reservation engine. Orchestrated and implemented the identity and branding of the company's image, while maintaining web and graphic resources. Directed and managed business systems, corporate collateral, trade show signage, web development, webmaster and project management.

Moore and Price Design 1999-2000

Senior Graphic Designer/Web Designer

Collaboratively designed print advertising, package design, POP, and posters for the electronic entertainment industry. Participated in launch of line look for SEGA Dreamcast campaign. Additional duties included: web designer, web developer, webmaster and project manager. Clients: Atari, Electronic Arts, Eidos, Microsoft, Namco, Nintendo and SEGA.

J.D. Edwards 1998-1999

Graphic Designer/Web Designer

Designed print assets within creative services such as: business systems, corporate collateral, product data sheets, icons, logos and desk top publishing. Supported the web team with Graphic User Interfaces and helped design interaction states.

International Learning Systems, Inc. 1996-1998

Graphic Designer/New Media Designer

Worked closely with clients, project managers and instructional designers to design and create collateral, training and learning aides for Fortune 500 companies. Also created graphic user interface designs and interactions models for interactive CD's and applications.

Colorado State Parks 1994-1996

Graphic Designer/Illustrator

Interviewed park rangers, research individual parks and hike trails within the park system, design brochures and trail maps based on those experiences.

USMC 1987-1991

Infantry Squad Leader

Combat Veteran/Enlisted Non-commissioned Officer/Squad Leader in charge of training and welfare, of 12 Marines during daily operations. Trained in rifleman core competencies, war-fighting and decision making, troop leading procedures, advanced land navigation, how to call for indirect fire, small unit training, communications, infantry rifle company crew-served weapons, munitions and pyrotechnics, scouting and patrolling, defensive and offensive tactics and techniques. Additional responsibilities: maintenance, security and embarkation of weapons for a Marine Infantry Company.

EDUCATION

Rocky Mountain College of Art and Design 1994 - 1996

Bachelor of Fine Arts Degree, Advertising and Graphic Design.

The Colorado Institute of Art 1992 - 1994

Associate of Applied Sciences Degree, Visual Communications.

University of Maryland, Asian Division (Okinawa) 1990 - 1991

Asian studies, East Asian Civilizations.

AWARDS & HONORS

United States Marine Corps

Honorable Discharge

Decorations received during active duty: Combat Action Medal, Navy Unit Commendation, Meritorious Unit Commendation, Good Conduct Medal, National Defense Service Medal, South West Asia Service Medal (w/two stars), Humanitarian Service Medal, Sea Service Deployment Ribbon, Medal for the Liberation of Kuwait (Saudi Arabia) and Kuwait Liberation Medal (Kuwait).