

Product and Service Design Expertise and Leadership

Versatile tech professional experienced in leading multi-disciplinary agile teams in iterating and developing innovative products and services. Passionate about forging usable, efficient, and engaging offerings to address business goals and foster new market opportunities.

MAJOR ACHIEVEMENTS

\$37.7 Billion

Revenue supported
Specialty Group 2017 Revenue

2

of Fortune 100 CIOs
worked with

\$3 Million

Direct project funding assists

3 Million +

Users supported

42

Career individuals managed
In 4 Countries

\$1.1 Million

Total salaries & team budget
managed

7 & 17 years

Design education and
experience

35 +

Interfaces worked on
(iOS, Apps, Touch,
Responsive)

CAPABILITIES

Design Process

Strategy, research, prototyping, testing, and iterative refinement

Business Acumen

Constant inquisitive revenue and cost efficiency explorer

Architecture Savviness

Cloud, APIs, nodes, IOT, data science visualization

Portfolio and Product Management

Agile, customized content, responsive and adaptive

Marketing and Sales Support

E-commerce, brand, content strategy, lead gen, infographics

Business Development

Open to travel, write project estimates and industry presentations

ROLES

Design Consultant

AT&T

May 20 – Present

Business Consulting – Design Lead

Providing a tech-centric mobile, 5G, Augmented and Virtual Reality (AR/VR), IoT consulting group which supports dozens of varied industry start-up to enterprise sized companies with UX/UI, and Service design expertise. Work has included: advancing usability paradigm expectations from traditional JS framework to a simplified dynamic (improved sort, filter, drag and drop) platform, moderating client Design Thinking workshops, and co-leading project pitches.

Freelance Consult

HEALTHFIRST

May 20 – Jul 20

Healthcare Insurance Patient Care Provider Incentive app modernization

Self-managed advisory project with the New York State non-profit to improve clinic engagement on Medicare & Medicaid Quality Measures. Two-fold project management and design included: project pitch, contract negotiation, Kanban task management, funding burndown, HIPAA/PHI, ADA accessibility compliance, research, design conceptualization, front-end development coordination, and guidance wrap.

Director of User Experience

AMERISOURCEBERGEN
SPECIALTY GROUP,

Jan 17 – Sep 19

Design Leadership

Directed **optimization efforts for Products and Services supporting \$30+ Billion in annualized inventory revenue (2018) for the Specialty Group** (out of AmerisourceBergen total \$167.9 Billion for Fiscal Year 2018). Led UX maturity goal setting and evangelism, concept design, usability testing, persona development, and other quarterly Objectives and Key Results (OKR). Initiated creation of a design

system (rapid prototyping and style guide) to quickly scale up usability improvements for dated product UIs and FED. Conducted budget planning, ROI pitches, and **quarterly strategy public speaking presentations to ~80 team members.**

Certified Leading SAFe Agilist Certificate ID 60819797. Worked with DevOps director to create unique UX optimized Kanban board (Story/Spike Status over UX Process Step).

2019 Austin Customer Contact Week (CCW) speaker. Spoke to roughly 100 attendees regarding Service Design principles, challenges, and opportunities.

Personnel

Management of **direct (~\$500k in total compensation 2019), indirect employees, as well as consultant tasking.** Duties included: hiring process, motivating, mentoring professional growth, cultivating an ever-learning team environment, and merit planning. Additionally, worked with HR to create a new inclusive design career path (ratings and titles) and developed radar chart-oriented skill assessment to balance foundational and specialty skillsets.

Business

Provided upbeat and comradery garnering support for holistic change against challenging historical siloed groups. Engaged with budget owners to further understand internal and customer financial concerns and explored means how service and UX design tools could assist. Worked with several entrepreneurial spirited colleagues to **advance predictive analysis to optimize expensive oncology drug inventory overhead costs.** **Design improvements empowered clinics to rapidly reduce inventory in just 90 days by 27-34% allowing these small businesses to reduce their balance sheets by approximately \$86,000 to \$559,000 depending on clinic size!**

- Imagined and conceptualized clinic trial mapping feature as new subscription revenue stream opportunity by melding clinicaltrials.gov API and EMR patient demographic data. Capability could have increased probability and reduce time from 45min-2hrs, or even days, down to mere seconds to determine a match.
- Aided tech team prove ROI correlation on budget whereas previously did not exist.
- Started to explore with company attorneys how UX might assist in litigation mitigation.

Product Portfolio

Studied Microsoft Azure Cloud and DevOps suite capabilities to maximize UX modernization opportunities available associated with a cloud platform IT architecture transition. Pushed products toward forefront of healthcare industry standards implementing: responsive web, touch optimized, and regulatory certified. Products included **Nucleus® Inventory Management *each station typically carried \$500k-\$1million in drugs, had 14,500 users and 97,000 reports generated,** Protocol Analyzer, Reporting, Intellidose, and a future Health System. Coordinated with marketing to transform disparate brand into a more cohesive powerful platform suite e.g. 'Intellidose TXM' to 'Nucleus-Oncology.' Produced, wrote, storyboarded, co-directed, and spoke in 3min commercial.

Innovation

Championed innovation initiatives with sales support director to research, prototype, and pitch ideas for budget consideration. Examples include: procuring team touchscreen communication boards, **Power BI/App Insights to advance data science visualization storytelling,** clinic trial mapping, hackathon use cases, and **blockchain** for controlled substance tracking.

Conducted outreach with customer support to help them redirect medium/low issue traffic from calls to Salesforce form and chat freeing up bandwidth for high/critical issue resolution as well as reducing costs.

Head of User Experience

OPENCROWD,
Oct 15 – Aug 16

Led team of designers, BAs, and devs across 3 countries to create a mobile iPhone 6 / iOS 8.0 app with Sketch, Illustrator, iOS Patterns to integrate a dozen banker platforms and modernized their activities for mobility. Aided agency in winning a \$350k project. Consulting early stage start-ups with project cost estimates and billing details.

Senior UX Lead

TASKSTREAM,
Mar 15 – Aug 15

Led UX design for the second phase of new educational SaaS to support aggressive release goals (3 agile development teams on 2-week sprints). Effort focused on modernizing university staff assessment plans and assignments creation, management, and evaluation.

Vice President, UX Design

BNY MELLON,
Jun 13 – Mar 15

Brought on as one of the first lead designers to assist the UX Director meet various 'start-up,' recruiting, hiring, and budgeting goals including leading:

- **Multibillion-dollar Global Markets** Line of Business 10 apps re-designs
- Digital Workplace initiative to increase productivity for **over 50,000 employees**.
- Evolutionary financial App and API Store projects that **won \$100k to \$1 million**
- Managed project with Carnegie Mellon to explore data visualization

Web Strategist (UX Designer)

BMC SOFTWARE, 11 – 12

Modernized the CMS (Content Management System) addressing B2B marketing nurture streams which during **FY 13 helped increase service contracts and revenue**. "Cloud-related license bookings rose nearly 30 percent in the fiscal 2013 first half compared to the fiscal 2012 first half" (* proven by site metric performance).

User Interface Designer

NOKIA, 07 – 10

Various Touch, gesture UI for mobile software and apps projects included: Nokia Messaging (push email) to over **2 Million users**, via **68 Operators**, in **90+ countries**, on **26 devices**, VOIP Personal Assistant app, and Lead UX designer for Nokia Social Networking aggregator.

Business Practices – Marketing and sales coordination on million-dollar projects

Senior Engineer (Human Factors)

BELL & SIKORSKY, 04 – 07

Digital flight displays usability guidance and Electronic Mock-Up Virtual Reality.

Design team of the complex aviation system (Canadian CH-148 Cyclone). Conducted HFE, Computer Aided Design (CAD) and **\$40,000** Mock-up project management

Captain (Honorable)

MARINE CORPS, 98 - 02

Aviator and Maintenance/Airframes Division Officer, Managed and guided professional development for 25 enlisted maintenance personnel.

EDUCATION

Advisors

to continue professional growth

Karen Pascoe, Executive Design Director - MasterCard
Rick Pasqua, Chief Experience Officer – International Business Times
Ira Greenberg, SMU Director of the Center of Creative Computation

Tech proficiency maintained via

IXDA, UPA, IMA, HFES, Blockchain, General Assembly, Start-ups, Edward Tufte as well as via GOOD, Fast Company, and Entrepreneur media

Graduate Certificate in Human Computer Interaction (HCI)

Iowa State University

Master of Industrial Design (I.D.)

Georgia Institute of Technology + Teaching and Research Assistantships

Bachelor of Science in I.D.

Ohio State University

TOOLS

20+ years with various design software programs with rapid learning capability of new programs. Experience with:

Management: Workday, Azure Devops, Lucidchart, Trello

Visual: Adobe Creative Suite, Tableau, QlikView, Highcharts

Rapid UI/UX Prototyping: Adobe XD, UXPin, InVision, Sketch, Axure, SharePoint, Visio

Development: JS Library utilization, front-end development (HTML, CSS, JS, Git)

AWARDS AND MEMBERSHIP

DFW Interactive Marketing Association, 12 - Current
New York IxDA, (Interaction Design), 13 - 16
Human Factors and Ergonomics Society, 04 - 11

Industrial Designers Society of America National Gianninoto Graduate Scholarship Winner, 03
Navy and Marine Corps Achievement Medal 02

MISCELLANEOUS

Data Visualization Patent Pursuit - Currently working on a new way to improve financial personal or business intelligence

Community Involvement - United Way Career Volunteer helping homeless improve their resume and interviewing skills