

WHY ME?

- Highly focused, strategic leader with experience managing and mentoring local and offshore teams including UI designers, UI engineers, and technical writers.
- 15 years of experience creating compelling and successful user experiences for desktop and web-based consumer and business applications.
- Extremely passionate about creating an environment where talented User Experience professionals can grow, achieve their goals, and create products customers can't live without.
- Thrive in fast-moving, customer-driven, innovative environments with lots of projects and responsibilities.
- Expert in the areas of design management, design innovation, product strategy, use case development and training, requirements definition, interaction design, visual design, user research, and the trade-offs required between all areas to create a successful product.

WHAT I'VE BEEN UP TO LATELY

DIRECTOR OF USER EXPERIENCE @ INSIDEVIEW (2010 – PRESENT)

San Francisco, CA

- Responsible for increasing adoption and engagement of our product by providing an exceptional user experience. Total Monthly Active Users doubled over a year based on User Experience initiatives.
- Define the user experience strategy and priorities for design, user research, UI implementation, and hiring.
- Inspire and manage a growing team in the US and India; currently 3 UX designers, 6 UI engineers, and a technical writer.
- Redesigned entire application and tested key product features.

USER EXPERIENCE MANAGER @ SPLUNK (2008 - 2009)

San Francisco, CA

- Led the redesign of the application framework and key product features for Splunk 4.0.
- Hired and mentored design intern to develop UI taxonomy and standards.
- Conducted usability studies with internal users and customers, presented findings to team, and prioritized issues and proposed solutions.
- Developed and delivered use case training to product managers and engineers.

STAFF / SENIOR INTERACTION DESIGNER @ YAHOO! TRAVEL (2006 – 2008)

Santa Clara, CA

- Led a variety of projects for the Travel and Shopping groups.
- Was promoted from Senior to Staff designer in less than a year.
- Gained executive buy-in to conduct study to understand users and areas of opportunity for Travel site
 - Developed user personas and findings presentation including concepts for new, useful features.
 - Led the feature design as well as the cross-functional team (in some cases design consultants) of the resulting projects including but not limited to a site structure redesign and the features, Destination Finder and My Travel.
- Led the product strategy and design of the first social shopping offering at Yahoo!
 - Worked with researcher to understand the opportunity for socializing "Deals".
 - Conducted research with users in their homes and developed a findings report that included a business model proposal and concepts to drive revenue via deals.
 - Presented research findings to entire marketplace group.
 - Led a team to develop a quick, first start feature to testing engagement - the coupon center.

SENIOR UI DESIGN LEAD @ INTUIT: QUICKEN SOLUTIONS & HEALTHCARE (2005 – 2006)

Mountain View, CA

- Developed expertise in the area of customer-driven innovation.
- Led the product definition and design of core set of features for new consumer Healthcare offering within Quicken (Health Expense Tracker) from concept to detailed design phase.
 - Managed a team of internal designers and consultants.
 - Prepared and presented design progress updates to executives in the Healthcare business unit and Intuit founder, Scott Cook.
- Led the design of Quicken Medical Expense Manager V2, a complete redesign of the product starting with visits to customers to evaluate efficacy. Worked with team to define product scope, developed design concepts and final UI specifications
- Developed concepts for a new offering focused on providing budgeting tools to consumers. Assisted user researcher and other designers to conduct user concept evaluations. Wrote detailed research findings report.

INTERACTION DESIGNER / USABILITY ENGINEER @ PEOPLESFT CRM (2003 – 2005)

Mountain View, CA

- Led the redesign of the Customer Support Agent Communications Console and Chat products.
- Conducted site visits and worked with User Experience team to identify and design features to enhance product usability.
- Identified and designed common interaction patterns for use across CRM applications.
- Conducted navigation / information architecture card sorting exercises with users to develop recommendations for a more logical and intuitive menu structure.

USER INTERFACE DESIGN CONSULTANT @ INTERPIX DESIGN (2002 – 2003)

Toronto, ON

- Conducted heuristic evaluations and worked with design team to develop and test designs for the Royal Bank of Canada and ADP Payroll using low-fidelity paper prototypes.

DESIGN DIRECTOR @ ZAQ INTERACTIVE SOLUTIONS (2000 – 2002)

Toronto, ON

- Led the design of the company's two web based solutions for online marketing professionals.
- Led the design and project management of the corporate web site and sales support materials. Hired and managed copywriter, and managed internal designers and front-end engineers.

SENIOR INTERFACE DESIGNER @ HYPERION SOLUTIONS (1998 – 2000)

Toronto, ON

- Managed UCD function within business unit including a team of two UI designers.
 - Hired and mentored junior interaction designer.
- Led the design of two business performance management applications.
- Facilitated team design reviews and created detailed UI specifications.
- Defined and validated product requirements as interim Product Manager for Hyperion Performance Scorecard.

WHERE I LEARNED SOME OF WHAT I KNOW

University of Central England, Birmingham Institute of Art & Design (1996 – 1998)
now Birmingham City University
Birmingham, UK

MA with Distinction in Industrial Design (Product Design), Interface Design

Ontario College of Art & Design (1992 – 1996)
Toronto, Ontario

OCAD, Honors Diploma in Industrial Design