



Hello! I'm a [UX architect, researcher, strategist and team lead](#) with a lifelong passion for design, experimentation, and co-creation. My work is human-centered and results-oriented. I use critical inquiry, design thinking and collaborative design methods to lead teams to better quality products that improve business outcomes.

As a UX architect, I research, analyze and model how people get things done. I guide teams in applying [critical analysis and creative thinking to build more effective systems, services, and processes](#), based on business goals, the organization's current understanding of their users and usage domains, market and competitive factors, and the systems and platforms their business runs on. From small touchpoint transactions to large multi-system service environments, I deliver quality design solutions on time, on budget, and on point.

As a practice lead, I've built design teams, defined best practices, and developed team talent. I've worked with senior leadership to develop product & service strategies that drive business outcomes, I work well with other disciplines and domain experts to frame and solve important, deep-structure problems, and to uncover new business opportunities.

As a consultant, I've built strong relationships and delivered results for hundreds of customers, from garage startups to Fortune 50 companies. I've worked at [Adaptive Path, Sapient, Intel, Quark and Microsoft](#), and contracted with many others in [Austin, Seattle, Portland, San Francisco](#), and beyond. If you're seeking a skilled & spirited UX architect and strategically minded leader who can also deliver the goods as an individual contributor, let's talk.

UX Architect, Principal Designer + Practice Co-Lead

[Home Depot Quote Center](#) 03.2017 - 10.2019 - Vancouver WA

- Facilitated strategic workshops with Senior Leadership to define Pro strategy.
- Research lead on a 3-month field investigation to document Pro customer job planning and purchase behavior.
- Lead contributor to a Pro Customer Journey for SLT with pervasive cross-touchpoint problems and solution themes.
- Delivered a UX Architecture vision and plan with portfolio design & service strategy recommendations.
- Co-defined practice standards and design principles and guidelines for the Pro product portfolio.
- Mentored 4 dotted-line reports in day-to-day activities.

UX Architect, Principal Designer + Practice Lead

[CDK Global](#) 03.2015 - 03-2017 - Portland, OR

- Acting UX Manager overseeing work and development of 4 dotted line reports In Portland.
- Senior member of the global UX practice leadership team and standards contributor.
- Senior field researcher executing on-site visits at dealerships across the US.
- Delivered dealer visit video reports to the product team, leading to product breakthroughs.
- Redesigned automotive service experience in collaboration with PM and engineering leads, domain experts and key customer contacts.

Principal Researcher + Lead Designer

[Produx UX Design Consulting](#) 04.2008 - 12.2009 - Seattle, WA

Senior field researcher & usability analyst; design practice lead managing 3 dotted line reports.

[Kodak](#) Carestream dental practice software brand integration

- Built an integrated experience for Kodak's Carestream dental practice management system, integrating regional practice software, EMR, and digital imaging modules in the practice environment.
- Performed extensive field research in US and Europe markets.
- Defined UX architecture, design principles, patterns, sample interfaces and best practice guidelines for product development teams worldwide.
- Facilitated collaboration and adoption of new standards across Kodak's global product teams.

[Tech Startup](#) E-reader interface & product design

- Designed a digital reader device to manage textbooks for secondary education students.
- Designed the experience for in-book browsing, annotation and content library on the device, as well as desktop touchpoint to download, purchase and manage e-books.

- Collaborated with industrial designers to optimize the device form factor and physical controls.

Product Startup “Babylegs” small business e-commerce site redesign

- Analyzed common task flows for gaps and breaks in the experience.
- Redesigned site to reduce sales friction while retaining key elements of the brand site experience.
- Task flow optimizations increased time on site by 80% and purchase conversions by over 400% within first 2 months of redesign launch.

Independent UX Strategy Consultant

Humanist Design Consulting 01.2010 - Present - Everywhere

Transmission / HP Education Website

- HP Education Solutions website UX Audit & Redesign
- Discovery & analysis of existing education landing pages
- Rebuilt IA, interaction design, and content flow across pages
- Collaborated on content strategy to feature industry thought leadership & advertorial guidance articles

Deutsch LA / Taco Bell

- GoMobile Mobile Strategy - Mobile App Design, Store Service Design
- Analysis of existing mobile app and on-site service experience
- Provided a service experience model and strategy, identifying potential risks and solutions to drive up quality.
- Designed new features of the TacoBell mobile app experience and identified future improvements

Viewpoint / Trimble: UX architecture and change management

- Contract UX Architect and Senior UX Researcher / Co-Designer
- Viewpoint provides project management solutions for medium to large scale building & construction companies.
- Brought on to support a major architecture restructuring for the Viewpoint portfolio including usability research.
- Architectural analysis of existing applications led to validating proposed arch model and UX design work in flight.
- Defined and created a style guide for workflow widgets, a key element in the new architecture.
- Directly facilitated collaboration across disciplines and product teams for alignment on a shared vision.

Werk/Green Crane Consulting: Design Thinking Workshop Facilitation

- Co-facilitated the annual PSU Retail Leadership Design Thinking workshop (2020).
- Led 5 teams of 4-6 participants through a Design Sprint in 3 days.
- Solutions were presented to their managers through user-centered stories told interactively using props and demos.

Disney: site redesign of Disneystore.com

- Co-created an immersive site strategy & experience driven by the magic of character & storytelling.
- Put product sales back in context of the characters and their stories. Innovative features included cross-touchpoint co-shopping (adult and child), a patented video greeting feature, character driven navigation and story ‘easter eggs’ to surprise and delight.
- Rearchitected product metadata to provide browse and search attributes and filters that better matched how customers shop for product, such as “show me everything princess related” “only show me items in purple” or “show me Mickey jewelry with real diamonds.”
- Rearchitected “rich relevance” functionality to allow discoverability beyond this month’s promotional drives.
- Several years later, the current site retains many of the features I designed.

Duke Health: regional brand expansion strategy

- Defined content and outreach strategy to increase regional business at Duke Health
- Provided content strategy, including brand tone & voice, across DukeHealth.org web properties.
- Created an operational playbook to implement new design, standards and editorial processes
- Delivered an in-depth report with an actionable list of recommendations to increase local business.

Salesforce: multi-acquisition brand integration

- Performed a site audit and conducted expert interviews to validate problem areas.
- Defined a strategic roadmap for building and maintaining integrated site experiences across campaigns.
- Coached client team on change management - planning, staffing and a pragmatic roadmap.
- Delivered an in-depth report with an actionable list of recommendations to increase sales conversions.

CEB / Corporate Executive Board: site redesign

- Ran user research and stakeholder / SME participatory design sessions to identify key friction points across a large, complex range of personas, scenarios and content offerings.
- Co-created a site architecture, experience model, framework and style guide to standardize the interactive experience across all contributing organizational domains and divisions.

- Designed templates & patterns and co-authored a design framework and style guide.

Microsoft: Windows Live Service Design Research and Recommendations

- Planned & executed 2 month field study to understand calendar management behavior & needs for 4 target personas.
- Delivered video highlights and a report identifying unmet needs and market opportunities, as well as incremental improvements to existing offerings.
- Findings were incorporated into the larger Microsoft persona research effort.