



I am a UX Leader with 15+ years creating digital products in healthcare, payments, learning, enterprise apps, and more. I have experience managing a UX group and extensive experience as a hands-on E2E lead designer with research and strategy capabilities. I have brought new products and features to market for startups and publicly-traded companies and consulted Fortune 100 companies on digital growth strategy and operational improvement.

 **EXPERIENCE**

McKinsey & Company • Expert / Design Director • 2018 – 2024

- Consulted clients on product design and capabilities, digital growth strategy and transformation, business building and scaling, customer experience, and operational improvement
- Served sectors including: Healthcare & Life Sciences, Consumer, Insurance, Technology, Telecom, Energy, Real Estate, Advanced Industries, Public Sector and Defense
- Designed multiple AI/Gen AI apps including: a real-time sales lead generation app; and a document drafting app that helps synthesize uploaded source materials into a final deliverable substantially saving writing time and improving quality
- Placed 2nd of 52 teams in firm-wide competition for startup funding with team proposal for a neurodegenerative disease research platform
- Contributed to Figma Design System by client-serving Design team
- Created Design x Foresight (Futures) methods expanding the firm's Design Thinking offerings
- For large healthcare insurance company, developed new product strategy and vision to increase engagement with health & wellness by healthy customer segment
- For large consumer healthcare company, designed health “super app” leveraging vertically-integrated acquisitions to increase customer convenience and loyalty
- For healthcare provider, increased percentage of patients following through on cardiology specialty referrals, targeting \$15M improvement
- For healthcare company, designed operational insights software for new robotic surgery technology, contributing to successful product launch slowing market share loss and improving share performance
- For healthcare provider, designed patient and provider apps to help primary care practices support and scale behavioral health assessments, care, and referrals
- For electric power company, helped hire a 7-person in-house Design team and build capabilities; improved billing and payments customer experience with estimated \$7M net recurring benefit in call reduction and bad debt avoidance
- For consumer products company, expanded pricing optimization app to better track progress towards pricing targets and intervene with promotional strategies
- For energy company, designed consolidated inventory management app reducing unnecessary reorders, increasing sales of obsolete inventory, and reducing time creating reports

Rosetta Stone • UX Manager / Lead Designer • 2013 – 2018

- Started as first Lead Designer hired in newly-formed User Experience group within Product organization
- Grew to Head of UX, managing UX Designers and Visual Designers on all apps (e-learning, content authoring, and organization admin tools) for all segments (consumer, enterprise, and education)
- As manager, hired and mentored designers, managed resourcing, defined UX processes and tools, led UX strategy, directed design on products, contributed hands-on design, and ran design community of practice
- Designed new features and oversaw design vendor on legacy Learn Languages product (Beginner level for 30 languages)
- As lead designer, brought new Advanced English for Business (AEB) product to market, the company's first Intermediate & Advanced level offering
- As lead designer and manager, brought new Advanced Languages product to market merging and updating thousands of hours of learning content for 10 languages from AEB and an acquired Paris-based product
- Contributed and led design on multi-year effort to create the new Rosetta Stone Catalyst product for enterprise customers (companies, schools, governments, and world organizations) supporting learners at all levels and organization administrators, purchased by over 43,000 organizations

PayPal • Senior UI Designer • 2011 – 2012

- Contributed to team designing early version of consumer wallet in areas including: payment methods, incentives, settings, information architecture, and design patterns

Zilliant • Senior UX Designer • 2007 – 2011

- Led design on B2B enterprise app for pricing management, optimization, analytics, and playbooks

Catalis • Senior UI Designer • 2004 – 2007

- Led design on Electronic Health Record suite including scheduling, patient encounters, billing, and records



 **EDUCATION**

Master of Human Factors in Information Design

Bentley University • Graduated with Distinction, 2017

Coursework:

- UX Boot Camp
- Foundations in Human Factors
- User Testing and Assessment Programs
- Field Methods in Human-Computer Interaction
- Measuring the User Experience
- Research Methods in Human Factors
- Visualizing Information
- Managing a User-Centered Design Group
- Leading Effective Work Teams
- Quantitative Analysis for Business
- Intermediate Statistical Modeling for Business

Master of Architecture

The University of Texas at Austin

Bachelor of Science in Architectural Studies

University of Illinois at Urbana-Champaign • Graduated with High Honors, James Scholar

 **CERTIFICATIONS**

Certificate in Strategic Foresight • 2021 University of Houston

Professional Product Owner I • 2022 Scrum.org

Professional Scrum Master I • 2022 Scrum.org

 **AWARDS**

2017 Mobby Awards • Education: iPhone, Android Phone • Rosetta Stone Learn Languages

2017 Edison Awards • Best Language Product - Silver • Rosetta Stone Catalyst

2015 Tabby Awards • Education: Training and HR: iPad • Rosetta Stone Advanced English for Business

 **PRESENTATIONS**

2020 Austin Design Week • Embrace uncertainty: Design x Foresight

2020 San Francisco Design Week • Strategic foresight: Examining past and present to explore what's next

 **SKILLS**

Design group management, product design direction, and design leadership on working teams

Hands-on design including information architecture, interaction design, visual design, and cross-platform design (responsive web, iOS, Android)

User research for full product lifecycle including discovery, concept testing, and usability testing

Digital product life cycle including strategy, validation, roadmapping, execution, and optimization

Agile/SAFe product development practices

Product design with AI and Gen AI

 **TOOLS**

Figma, Sketch, Adobe Creative Cloud, InVision, Miro

UserTesting.com, Validately, UserInterviews.com, UserZoom, Vidlet, Dovetail, Qualtrics, IntelliSurvey, SurveyMonkey

JIRA, Confluence, Azure DevOps Boards

ChatGPT, Microsoft Copilot, Google Gemini

Microsoft Office/Teams, Google Workspace, Box, Zoom, Slack