PROFILE

I am a product designer with over two decades of experience designing, building, and directing the creation of innovative products that simplify our work and enrich our lives.

EXPERIENCE

2021 - 2022 • Kickstarter • Product Design, Mobile

Kickstarter is the original crowdfunding platform that helps artists, musicians, filmmakers, designers, and other creators make their ideas a reality.

- Worked with product management to create a framework for prioritizing and running discovery and engagement experiments.
- Quickly executed design assets for rapid testing. Established a goal to continually update running tests, with the intention of building new learnings on a weekly basis.
- Worked with design leadership to establish processes for product design and design systems critique and approval.

2020 - 2021 • Compass
Sr. Staff Designer, Design Systems

Compass is a real estate technology company with a powerful end-to-end platform that supports the entire buying and selling workflow.

- Coordinated with product management and product designers to plan, design, and critique component and pattern design.
- Documented the expected appearance, behavior, and properties of the desired components and patterns, following atomic design principles, with a keen eye towards separation of concerns in the interest of ongoing maintainability.
- Collaborated closely with design system engineers to establish a robust set of style tokens and component and component property semantics, so that our design system was powerful, flexible, and easy to use by product feature engineers.
- Collaborated closely with design and product leadership to establish repeatable processes for the creation of new design system assets.
- Collaborated with design leadership to establish KPIs used to evaluate the health of our design system efforts in an ongoing way.
- Worked closely with design leadership and design recruiting to establish design candidate interview processes and train design staff to interview in a way that uncovers a candidate's potential.

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2016 - 2020 • Amazon • Product Design

Alexa Mobile

- I was responsible for global navigation patterns and information architecture.
- I completed a pattern inventory, documenting patterns created by dozens of teams in use throughout the Alexa mobile app.
- I created a human interface guidelines reference, establishing the first design system for Alexa Mobile.
- I created a design guidelines review guild, for the purpose of gathering feedback about pattern documentation from across the Alexa design community.
- I collaborated with the visual design, production design, and component development teams to establish and streamline a developer handoff process and specification format.
- By establishing and driving adoption of the shared component library, I was able to increase the velocity, stability, and consistency of design and development efforts throughout the Alexa organization.
- I designed multi-room music and stereo pairing setup and settings experiences, as well as Echo control pages intended to improve the discoverability of these features.

Amazon Spaces

Amazon Spaces was an internal startup to create an innovative way to sublet excess parking in multi-unit apartment complexes.

- I designed a mobile app customers could use to find and pay for parking, and for entry into the garage through communication with a security device invented by my team.

AWS Glue

AWS Glue is a fully managed extract, transform, and load (ETL) service that makes it easy for customers to prepare and load their data for analytics.

- I collaborated with engineering leadership to arrive at an object model that would create a flexible foundation for innovation of both product features and user experience.
- I built on this foundation to design and test the user experience.
- I also designed the first version of the AWS Athena, and Amazon EMR Notebooks user interface

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EXPERIENCE, CONTINUED

2014 • Cisco • Product Design

- I hired interaction designers, a visual designer, user researchers, and frontend engineers to build a UX team responsible for the Cisco Licensing user experience.
- I introduced user experience processes including a regular cadence of user research.
- I used prototyping to demonstrate that multiple licensing tools and their associated data models could be converged.
- I introduced business stakeholders to Agile management methodology, which created the structure necessary for release planning, ultimately enabling silo-busting cross-functional collaboration. With this new collaborative culture and increased UX team capability we were able to demonstrate the value of user experience and overcome the history of fragmentation in this critical area of Cisco's operations.

2010 - 2015 • Cloudforest Design • Co-Owner

Cloudforest Design created user-centered applications, websites, and cross-platform digital strategies that are easy to use, engaging and fun.

- As co-owner and principal designer with Cloudforest, I completed design projects for well over a dozen clients, several of whom were frequent repeat customers.
- I also managed a team of over a dozen designers and researchers who assisted with our projects.

2008 - 2009 • Cisco • Art Director, Interaction Design

After decades of siloed application development, Cisco made an executive decision in the late 2000s to introduce user-centered design processes to the company. The goal was to create a single design language that would be used across all of Cisco's products, from the tiniest scale of IoT products to the largest scale of immersive telepresence. This was the CUES team.

The CUES design language survived for years within Cisco, and its influence can still be seen in Cisco products today.

- I wrote interaction design guidelines for a suite of reusable components used in dozens of Cisco products and applications.
- I created an Omnigraffle stencil toolkit used by Cisco interaction designers to create high fidelity wireframes that accurately convey the use of Cisco User Experience Standards.
- I also carried out art direction for a library of several hundred photorealistic icons for use in Cisco applications.

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CLOUDFOREST DESIGN CLIENTS

Apple
Disney Studios
Intuit
Ubiquiti
Plantronics (now Poly)
Sunrun
Workspot
Collabnet
Cloud9 Analytics
CultureMap
IronKey
Wealthcare Capital Management
Collaaj
NComputing
Edcite
Cloudmeter (now Splunk)

EXPERIENCE, CONTINUED

2007 • Google Maps • Design Technologist

I created multiple prototypes for usability testing of hover/click interaction of Google Maps information bubbles. Iteration of design variants was very rapid, as I often made adjustments to the prototype in between participants, in order to quickly optimize the design intent.

2005 - 2008 • Yahoo • Web Developer/Designer

For Yahoo corporate marketing, through interaction design, prototyping, user research, and web development, I conducted many A/B experiments to increase conversion of marketing emails and interstitial landing pages.

Introducing Yahoo users to new products and features was a perennial challenge that often involved a tension between allowing the user to continue with their original task, and introducing them to something new. Our experiments with new user onboarding and feature marketing established patterns still followed today throughout the web industry.

1999 - 2000 • Lutris • Art Director, Web Developer

Lutris was very early in its pursuit of separation of concerns, allowing for more efficient construction of user interfaces, de-coupled from backend business logic.

- In my role as Art Director, I trained designers with a depth of experience in print design how to adapt their approach for the web.
- I built bridges between the design and engineering departments, by establishing collaboration processes, and innovating our approach to UI implementation.
- A highlight from my time at this agency was for an athletic shoe client called customatix.com. Designers formerly with Nike and Adidas had a vision for a mass-customization product that would allow customers to design their own shoes, to be shipped within two weeks of placing an order. Our shoe designer pre-dated Nike iD by nearly a year, and offered far more flexibility in terms of design choices offered to the user.

1998 - 2007 • Freelance • Web Developer

I worked with a variety of clients as a web developer/designer. Tasks frequently included information architecture and interaction design, in addition to development.

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FREELANCE CLIENTS

Adobe
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Social Venture Partners

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