

EXPERIENCE

PAYLOCITY MAY 2023 - CURRENT

DISTINGUISHED PRODUCT DESIGNER

As Chief UXer at PCTY, I first set out to transform a market-leading HCM platform for SMBs into a scalable, enterprise-grade software suite. A rigorous design discovery process resulted in a cohesive, modern and flexible direction for the platform, uncovered new products and untapped verticals, and detailed the AI-powered intelligence engine that will drive & differentiate it in the marketplace. Beyond that, I'm defining system patterns, floorplans & service architectures, guiding platform initiatives across the portfolio, leading generative discovery efforts and supporting M&A activities and integration strategies.

UNITED PARKS & ENTERTAINMENT DEC 2020 - JULY 2023

HEAD OF USER EXPERIENCE 2 YRS, 8 MOS

Built & led the UX design practice for United Park's digital transformation. For 12+ theme parks across the United States, we stood up a comprehensive design system, constructed a templated CMS & marketing website creation engine, designed and launched native mobile apps, and developed on-location digital/physical experiences. Partnered with heads of Product & Engineering to develop and deliver target outcomes, driving guest monetization, optimizing conversion funnels and increasing CLV through delightful and engaging digital experiences.

HINGE HEALTH APR 2020 - DEC 2020

PRINCIPAL PRODUCT DESIGNER 9 MOS

Led discovery & design for upcoming Acute and Perisurgical programs. Conceived design system pilot, and led a top initiative to get mobile and web applications up to WCAG 2.1 AA accessibility standards by end of 2020.

CVENT JUN 2017 - APR 2020

DIRECTOR OF UX, STRATEGIC INITIATIVES 2 YRS, 3 MOS

Reimagined current products, envisioned new products & services, and identified strategic opportunities. Led an initiative to modernize the platform's user experience, rebuild global navigation, and unify the platform. Directed the components, patterns, and templates of our global design system. Contributed to the process, growth, and strategic direction of the UX team as it expanded from 20 to 65 FTEs, managing and mentoring multiple ICs.

PRINCIPAL UX DESIGNER 8 MOS

UX, UI Designer and acting Product Manager for the Web Builder Framework that makes up the backbone of over 15 products. Was a main contributor to the design system, conceptualized & led mobile redesign and App Builder as we acquired QuickMobile and DoubleDutch, tripling our mobile work force, and many other projects and initiatives.

WALMART GLOBAL ECOMMERCE DEC 2015 - JUN 2017

LEAD INTERACTION DESIGNER, END TO END EXPERIENCES 7 MOS

Led a multi-disciplinary team of 5 on an exploratory design effort to research, discover, conceptualize, and validate new ways of shopping online, connecting the brand with customers through novel and authentic experiences, and raising CLV. Operating like a design agency within the company, we presented concepts to leadership at key intervals.

SR. UX ARCHITECT, MOBILE PLATFORM LEAD 1 YR 1 MO

Sole UX designer on the Sam's Club apps for iOS and Android, phone and tablet. Projects included IA and navigation redesign, search, sort and filter, home Screen, Club Pickup, Scan & Go, promotions, accounts, and many more. I was also able to dabble in service design with store operations, in-store technology, and associate apps.

EBAY DEC 2010 - DEC 2015

SR. PRODUCT DESIGNER, HOME, PERSONALIZATION, ENGAGEMENT 1 YR 1 MO

Maintaining my previous role's duties, I added the responsibilities of a UX/UI Designer. Domain ownership spanned website (global), mobile web, Android and iOS native apps. Worked on eBay's Home page, Collections, Following (600MM; 6.0% CTR on eBay Homepage), Feed, Trending, and other browsable professional and user-generated content. Led Engagement Mechanics initiative - an effort to reduce and simplify 20+ years of engagement signals and methods into one holistic, cross-platform system.

EBAY CONTINUED**SR. PRODUCT MANAGER, MOBILE USER EXPERIENCE 1 YR 2 MOS**

Initiated, concepted and directed the eBay 4.0 redesign effort across iPhone, iPad, Android & MobileWeb platforms enabling over \$29B in mobile commerce in 2014. The effort led to a global application launch and required tight collaboration with most global product teams, marketing, customer service, core sites and services. In this role I also served as the steward of cross-platform design and UX coherence.

PRODUCT MANAGER, ANDROID APP 2 YRS 1 MO

Product owner for the Android app as it reached 140MM total downloads, avg. 88k/week, 4.5 star rating, and over \$9B in mobile commerce in 2014. Created, designed and managed implementation of new features with 5 agile teams, ran A/B tests and iterated on existing features. Helped interview, hire, and scale Android team to 40+ employees.

PROGRAM MANAGER, ANDROID APP 10 MOS

PgM at eBay is basically a Project Manager but over multiple domains. As the team's first PgM, I created the SDLC process, helped hire and onboard 20+ FTEs, maintained release schedules, managed service, engineering and design dependencies, reported product health, timeline, and team status to management, scheduled and led team meetings, stand ups and feature meetings, built and maintained wikis and bug databases.

SOFTWARE ENGINEER II QUALITY, MOBILE 10 MOS

Co-lead on a team of 10 QEs, managing tasks, test cases and test planning, rote and performed exhaustive global test plans. Since mobile was new I helped define quality metrics and standards for mobile testing at eBay, directly triaged service outages and customer reports and ensured consistent functionality across Web, Android & iOS phone and tablet apps.

CRITICAL PATH SOFTWARE JUL 2010 – DEC 2010**QUALITY ASSURANCE ENGINEER 6 MOS**

Mostly black box testing and bug reporting on popular mobile apps in the very early days of iPhone. Worked on Chegg, Expedia, and eBay apps for iPhone and iPad. CPS was acquired by eBay soon after joining. Great timing.

ETC JUL 2006 – JUL 2010

Prior to the Tech I worked in Music and Television production, Marketing, and freelance Graphic Design, living in New York, Los Angeles, San Diego, Denver, and eventually landing in Portland.

PROVEN SKILLS

UX Design	Prototyping	Strategy
IX Design	Research	Leadership
UI Design	Documentation	Product Mgmt
Visual Design	Content writing	People Mgmt

CORE VALUES **INTERESTS**

Quality	Design
Clarity	Sculpture
Curiosity	Space travel
Focus	Architecture
Humor	Music

CERTS AND TRAINING

Cvent MBA Program
CVENT

Emerging Leaders Program
EBAY & PAYPAL

Product Management Intensive
UC BERKELEY, HAAS SCHOOL OF BUSINESS

Practical Product Management
PRAGMATIC MARKETING

Engineering Project Management
AUXILIUM

EDUCATION

SUNY Fredonia 2002 – 2006
BS. Sound Design Engineering
Minor in Philosophy

PATENTS

CONTEXTUAL MARKETING INSIGHTS IN AUGMENTED REALITY
METHODS AND SYSTEMS TO REFINE SEARCH INFORMATION
ADJUSTING AN INTERFACE BASED ON COGNITIVE MODE
SYSTEMS AND METHODS FOR PERSONALIZED ACTIONABLE NOTIFICATIONS
DISPLAYING A PLURALITY OF SELECTABLE ACTIONS