

**Over 16 years of experience leading cross-functional teams and delivering impactful, user-centered design solutions for global brands across technology, healthcare, and automotive. Proven track record of driving business results through strategy, innovation, and execution.**

#### KEY SKILLS

**Leadership & Strategy:** Product Design, Creative Direction, UX Direction, Team Management

**Design Tools:** Figma, Figjam, Miro, Adobe CC, Webflow, ChatGPT, Gen AI

**Technical Tools:** Jira, Confluence, Azure, AI Integration

#### EXPERIENCE

##### **Product Design Lead, Contract – Northern Trust**

April 2024 - Present

- Conduct comprehensive UX research and strategy development to inform design decisions for financial applications, ensuring alignment with user needs and business goals.
- Design and deliver intuitive, high-performance product experiences tailored to high-net-worth clients and internal asset management teams, enhancing usability and engagement.
- Focused on creating value-driven solutions that balanced end-user satisfaction with measurable outcomes for internal stakeholders, driving impactful product performance.
- Collaborated closely with cross-functional teams to ensure seamless integration of research insights into visual and interaction designs.

##### **Group Creative Director, Experience Design – Huge x Google**

March 2022 - December 2023

- Led a 28-member team to deliver innovative designs across Google's flagship platforms, including Search, Ads, and Nest.
- Developed and implemented a UX and content strategy for Google Cloud's Vertex AI, streamlining user education and driving adoption of AI-driven tools.
- Championed strategic staffing and creative brief development, ensuring project alignment with business goals while fostering a collaborative, design-centric culture.
- Led an initiative for the integration of AI technologies into design processes, driving innovation in both design delivery and team workflows.

##### **Director of Design & Operations – GoodRx**

June 2021 - March 2022

- Spearheaded the creation and adoption of a streamlined design system, achieving a 12% increase in internal usage within six months.
- Led a comprehensive rebranding of the GoodRx design system, delivering a cohesive, organization-wide user experience while reducing redundant design components by 53%.
- Established scalable, design-driven practices that elevated cross-functional collaboration and streamlined product delivery across teams.

## EXPERIENCE (CONT.)

### **Creative Director, Experience Design – One North**

July 2018 – June 2021

- Directed a 12-person team of UX, visual and production designers across 4 primary accounts
- Secured high-value client accounts, generating an average project revenue of \$700K per client and expanding the agency's portfolio with impactful, long-term partnerships.
- Led the agency-wide transition to Figma, reducing operating costs by \$240K annually and streamlining team workflows for greater efficiency and collaboration.

### **Director, User Experience Design – Upshot**

November 2017 – July 2018

### **Design Director – Popular Pays**

January 2016 – November 2017

### **Lead Interactive Product Designer – Magic & Might**

June 2014 – January 2016

### **Associate Creative Director – VSA Partners**

March 2013 – May 2014

### **Senior Interactive Designer – VSA Partners**

December 2010 – March 2013

### **Interactive Designer – VSA Partners**

June 2008 – December 2010

### **Interactive Designer – Grady Campell**

September 2006 – June 2008

## EDUCATION

### **Northern Michigan University – School of Art & Design**

2000 – 2004

- Built and managed web solutions for the Athletics Department, laying the foundation for a career in innovative digital design.
- "Best in show" winner – 2004 Senior Art Show