Experience Design leader with extensive expertise in guiding projects and teams across usability, content strategy, and experience strategy. Proven ability to collaborate with high-profile clients, define project goals, and create effective roadmaps. Skilled in UX design, including personas, user experience models, wireframes, and user testing. Notable clients include Merck, Novartis, and Barclays Card. Established UX standards at Juice Pharma and led digital touchpoint redesign for Blue Cross of California. Recently completed a Master’s degree and taught at Solent University. Seeking new opportunities to leverage extensive experience and fresh insights in UX.

**PROFESSIONAL EXPERIENCE**

**FREELANCE USER EXPERIENCE CONSULTANT,**New York, NY**June *2*020 – Present**

***UX Consultant***

* Worked with companies to help redesign all digital touch points to better help solve for both user and business needs with the simple intuitive interfaces and backend support.
* Created an interconnected ecosystem of tools to streamline complicated processes.
* Designed, prototyped concepts for user testing and development.
* Clients included: Rauxa, Blue Cross of California, Gorton Studios

**JUICE PHARMA WORLDWIDE,**New York, NY**Feb *2*017 – June 2020**

***Director of UX***

* Recruit and lead a bicoastal UX team (NY & SF).
* Worked with department heads to fully integrate the UX process, research, and deliverables across offices and project timelines.
* Held educational workshops to teach other disciplines the benefits of user research, design, and prototyping.

***Associate Director of UX***

* Lead a team of UX designers on large scale projects and as a sole UX designer on smaller/medium size projects.
* Produced personas, user journeys, sitemaps, task flows, wireframes, creative concepting, prototyping, and performed user testing/research.
* Clients include: *Merck, Novartis, Pfizer, Aventis Pharma, Alkermes, and more.*

**J. WALTER THOMPSON,**New York, NY**May *2*015 – August 2016**

***Lead UX Architect***

* Partner with Creative and Account teams to help solve and enhance designs based on users’ needs and behaviors, while still maintaining beautiful, award-winning design.
* Provide strategy, research, rapid prototypes, wireframes, functional specs and more for user-centered design and experience while staying true to a brand's vision.
* Lead and mentor UX professionals across multiple project teams.
* Design, plan, and implement in-house user testing using prototypes.
* Prioritize projects as the come in to decide on the appropriate approach (lean vs full process) as time and budget allow.
* Research current trends and best practices for digital platforms and social media.
* Clients include: *Tribeca Film Festival, Macy's, Johnson & Johnson, Wild Turkey, T. Rowe Price, Northwell, Listerine and more.*

*Awards:*

* *Tribeca Film Festival ReActor - Cannes Lion 2016 – Silver in Media, Bronze in Cyber, Bronze in Promotion & Activation*
* *Macy’s Wish Writer - Peoples Choice 2016 Webby for Media & Advertising*

**FREELANCE USER EXPERIENCE LEAD,**New York, NY**March *2*010 – May 2015**

***Lead UX Architect/Researcher***

* Led and collaborated on UX research and design projects for *FedEx, Oreo, NookStudy, Time Warner Cable, Barclays, Club Med, Gillette, Visa, Emirates, Wall Street English, Lane Bryant, Dressbarn and NFL Sunday Ticket to Go*.
* Prepared and conducted all aspects of usability testing in-house, domestically and internationally (France and Germany).
* Spearheaded discovery phases for new products, existing products and pitch work.
* Performed competitive analysis and feature analysis to identify existing and new opportunities.
* Created UX documentation for variety of projects including: Responsive & Adaptive sites/applications, travel bookings, e-commerce, educational tools, large informational sites, and entertainment platforms.

Clients included:*Atmosphere Proximity, BBDO, Sapient Nitro, Fox Mobile, 360i, BarnesandNoble.com, EMC, DirecTV, Juice Pharma and Ogilvy.*

**REDCATS USA,** New York, NY **April 2008-March 2010  
*Senior User Experience Architect***

* Worked directly with Senior Management to define process and deliverables for the User Experience department.
* Increased the daily productivity of internal teams and reduced training and support costs by optimizing in-house tools.
* Managed junior UX professionals.
* Prepared and conducted all aspects of usability testing in house, domestically and internationally (US, UK and France).

**AKQA**,New York, NY **August 2007-April 2008**

***Senior User Experience Designer***

* Defined, gathered and analyzed business objectives, user requirements and technology capabilities.
* Worked closely with other departments to ensure that project goals were surpassed across all disciplines.
* Led design reviews, meetings, pitches and presentations to business, creative and technical members of client and internal teams.
* Key clients included: *American Eagle, Benjamin Moore, Deloitte, Delta’s GoGo and Unilever.*

**See earlier positions on linkedin.com**

**UX SOFTWARE PROFICIENCIES**

Sketch, Omnigraffle, Adobe Creative Suite, Adobe Experience Manager, Axure, Visio, Slack, Keynote, MS Suite, Invision, Adobe XD, Figma, and Proto.io.

**EDUCATION**

**A.A., Computer Programming,** Raritan Valley Community College, Branchburg, NJ

**M.A, Special Effects Prosthetics,** Falmouth University, Falmouth, UK, 2021-2022