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I love to work with multidisciplinary teams to design great experiences that help people do the things that matter to them, deepen their relationships with the products and brands they care about, and simply make their lives better.

I use my strengths, skills and passions to:

- **Synthesize** and translate data and research into actionable insights that drive experience strategy and design
- **Facilitate** participatory design workshops to define experience goals and frame opportunities for innovation and differentiation
- **Tell persuasive stories** that clarify both the business and customer value of user-centered design across multiple touch points and devices
- **Craft models**, such as personas, ecosystems and customer journeys to situate the experience in the context of people's lives
- **Create** concepts and prototypes and validate them with key audiences and stakeholders
- **Collaborate** with designers and developers to bring experiences to life
- **Build and lead** teams, coach and mentor talent
- **Constantly learn** new things

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## PROFESSIONAL EXPERIENCE

2015-PRESENT

**Group Director Experience Design | Razorfish, Toronto**

As Discipline Lead for Toronto, I manage and mentor a team of interaction designers, information architects, content strategists and user researchers. Together, we advance the user experience practice through insight generation, sketching, prototyping and experience modeling. I also lead UX strategy and new business pursuits.

2013-2015

**Director Interaction Design | Razorfish (formerly Nurun), Toronto**

I lead interaction design for responsive web, digital in-store and emerging devices. Re-launched fully responsive sites for Walmart Canada and LCBO, UX and content strategy for Atlantic Lottery.

2009-2013

**Senior Manager Experience Design & Research | SapientNitro, Toronto**

I performed, planned and directed experience research, synthesis, modeling, design and testing for such clients as Target, JCPenney, Sony, Harley-Davidson, TD Bank, BMO, The Weather Network and Bausch+Lomb.

I helped to create and present the submission to Forrester that earned SapientNitro the top agency rankings in The Forrester Wave™ Mobile Marketing Strategy and Execution 2012 Report.

**2007-2009**      **User Experience Strategist & Designer | gl-ue.com, Toronto**

New to Toronto, I spent two years getting to know the city, freelancing for creative and account teams at OgilvyOne, Organic, Tribal DDB, Critical Mass, Sapient and Publicis to develop experience models, scenarios, wireframes and prototypes and for American Express, Kraft, Bank of America, Heart & Stroke Foundation, TD and Mitsubishi.

**2003-2007**      **User Experience Lead | Susan G. Komen for the Cure, Dallas TX**

I collaborated with internal and external stake holders, including Komen staff and an international network of volunteers, as well as scientific researchers, health educators, survivors and activists to create innovative online solutions to further the Komen promise to save lives and end breast cancer by empowering people, ensuring quality care for all and energizing science to find the cures.

**2001-2003**      **Senior Information Architect & UX Lead | Verizon, Irving TX**

I led multidisciplinary teams of designers and developers within the eBusiness practice to deliver both internal, web-enabled applications and online customer-facing telecommunications services.

**2000-2001**      **Director of Information Architecture | Sapient, Addison TX**

As Practice Lead for Dallas, Austin and Houston, I provided high-level leadership to the creative team while contributing to the design and delivery of a multimillion-dollar occupational healthcare system.

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**EDUCATION**

**Master of Fine Arts | Arts & Technology**

University of Texas at Dallas, Institute for Interactive Arts and Engineering

**Bachelor of Fine Arts | Electronic & Kinetic Sculpture**

School of the Art Institute of Chicago

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**ACTIVITIES & INTERESTS**

- Advisory Committee: Interaction Design BA Program, Sheridan College
- Guest Lecturer & Assessor: York-Sheridan B.Design Program
- Research & Info Design: *UnderstandingUSA* by Richard Saul Wurman
- Moderator: Industry Leadership Panel / Ari Agency UX Mixer