
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 UX strategy and design
- **Facilitate** participatory design workshops to explore experience goals and frame opportunities for innovation and differentiation
- **Tell persuasive stories** that clarify the business and customer value of user-centered design across multiple touchpoints and devices
- **Craft models**, such as personas, ecosystems and customer journeys to situate the experience in the context of people's lives and generate empathy
- **Create** UX concepts and prototypes and validate them with key audiences and stakeholders
- **Collaborate** with designers and developers to bring the experience to life
- **Build and lead** teams, coach and mentor talent
- **Constantly learn** new things

EXPERIENCE

2013–today

Director Interaction Design | Nurun, 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 concept exploration and validation, insight generation, sketching, prototyping and experience modeling. I lead interaction design for responsive web, digital in-store and emerging devices.

Recent Work: Re-launch of fully responsive Walmart Canada and LCBO sites, UX and content strategy for Atlantic Lottery.

2009-2013

Sr. Manager UX 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 Mistubishi.

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.

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

ACTIVITIES

- 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

Learn more at gl-ue.com