

QUALIFICATIONS SUMMARY

Highly skilled leader with over fifteen years of strong **executive management** experience in **digital interface design** and **product development**. Extensive experience integrating **user-centered design principles** in **Agile** development environments. Successfully built **UX practices** from ground up in three distinctive environments.

Specialties:

- Information Architecture
- User Research
- Usability Engineering

Skills: Interaction Design, Prototyping, Content Strategy & Localization, Taxonomy, Controlled Vocabulary & Thesauri Development

Tools: Adobe XD, Balsamiq, Sketch, Axure, Invision, Optimal Workshop, User Zoom, User Testing, Morae, Capian, Validately

PROFESSIONAL EXPERIENCE

Merrill Corporation

<http://datasiteone.merrillcorp.com>

Senior Director, User Experience

April 2015-November 2017

- Introduced the first user-centered design practice for the enterprise, hired and led a team of 12 UX professionals to support digital product design and development for Merrill's emerging Product Development organization.
- Successfully transitioned from waterfall to dual-track Agile and supported both Scrum and Kanban development teams.
- Designed the information architecture and directed the overall UX design for Merrill's new SASS platform, which successfully launched in Oct 2017.

SiftUX & Kent State University

<http://siftux.com>

Principal Consultant/Adjunct Instructor

September 2007-March 2015

- Provided a full suite of services including heuristic evaluation, user research and discovery, information architecture and interaction design, and usability testing.
- Taught graduate level User & Task Analysis, and Advanced Information Architecture courses in the Information Architecture and Knowledge Management program at KSU.
- Clients included: Target Corp., Intuit, Veritext, Teach for America, Eaton Corporation, Summa Health System, Summa Care, Bloomboard, the Federal Reserve Bank of Cleveland, University of Michigan Sea Grant.

Thomson West

<http://westlaw.com>

Director of Usability

January 2005-July 2007

Westlaw.com: Premiere legal research tool relied upon by legal professionals—user base includes the DOJ, IRS and US Supreme Court

- Led user interface design and usability efforts for Westlaw.com
- Partnered with corporate marketing, creative services, application technology development and business units to solve web design challenges in a complex decentralized environment
- Initiated partnerships with external vendors
- Introduced usability methodologies including heuristic evaluation, cognitive walkthroughs, rapid iterative testing and design and formal usability testing
- Supervised quantitative eye tracking study for a Westlaw information product that led to design improvements generating a 10% revenue increase.

**PROFESSIONAL
EXPERIENCE (con'd)**

Wachovia Corporation (now Wells Fargo)

Vice President, Information Architecture

2001-2004

Wachovia.com: Retail portion of site served over 4 million online banking customers

- Introduced a formal user-centered design methodology into the organization.
- Developed personas and customer journeys for Retail, Small Business, Wholesale, and High Net Worth segments.
- Led merger and redesign of First Union and Wachovia websites into new Wachovia.com website, online banking & bill pay platforms
- Supervised team of 9 permanent and contract employees in multi-disciplinary web design environment

Argus Associates, Inc.

Vice President, Consulting Operations

1996 – 2001

Balanced consulting engagements and executive management in rapidly growing entrepreneurial environment:

- Shaped the evolution of an industry-leading methodology and process featured in the best-selling book *Information Architecture for the World Wide Web* (O'Reilly, 1998, 2002)
- Responsible for hiring, training, management, allocation, professional development, and staff evaluation for department of 21 consultants, with excellent retention rate
- Participated in information architecture consulting projects from business development through completion for clients including Microsoft, Vanguard, Proctor & Gamble and Johnson & Johnson
- Developed proposals (scope, schedule, budget) and participated in business development with Fortune 500 clients

**PRESENTATIONS
AND PUBLICATIONS**

Seasoned conference speaker with over a dozen presentations including 1-hour sessions, half and full-day workshops and 3-day seminars in the US, Canada, and the UK at venues including Internet World, User Interface Engineering, American Society of Indexers, ASIS&T.

- Contributed technical editing to *Ambient Findability* by Peter Morville. O'Reilly Media: 2005 and *Information Architecture for the World Wide Web, 2nd ed.* by Louis Rosenfeld and Peter Morville. O'Reilly: 2002.
- Technical Editor for: *Information Architecture: Blueprints for the Web* by Christina Wodtke. New Riders Press, Indianapolis IN: 2002.

**PROFESSIONAL
ORGANIZATIONS**

- User Experience Professionals Association (UXPA)
- American Society for Information Science & Technology
- The Information Architecture Institute, Board of Directors, 2003-2005; Advisory Board 2005-2006, Volunteer 2002-2014

EDUCATION

Master of Information and Library Science (MILS)

The University of Michigan, Ann Arbor, Michigan

- Ken Vance Award: full scholarship

Bachelor of Arts in Philosophy (BA)

Ripon College, Ripon, Wisconsin

- Summa Cum Laude (Valedictorian), Phi Beta Kappa