

User experience design and strategy
in Austin, Texas

SKILLS

User Experience

A/B testing, card sorting, contextual inquiry, heuristic evaluation, information visualization, persona mapping, process diagrams, rapid prototyping, site maps, storyboarding, user interviews, wireframing, iOS/mobile design, enterprise application design, product design strategy

Tools

CSS, XHTML, Axure, OmniGraffle, Photoshop, Illustrator, WordPress, SharePoint, JIRA, Basecamp, OmniPlan, MS Project, Excel, Google Analytics, InDesign, Keynote, PowerPoint

Competencies

AJAX, JavaScript, JQuery, PHP, Visio, Vaadin Framework

PROFESSIONAL EXPERIENCE

Escalation Point

User Experience and Product Director Austin, TX Jan 2012 — Present

User experience and product strategy direction for McKesson Healthcare Advance Diagnostics Management, Stanford Research Institute and other healthcare industry clients

- Lead thought and design leadership for enterprise application and mobile (iOS) development
- Direct work with high level clients to determine product strategy
- Lead brainstorming sessions with clients and development team to create requirements
- Manage over \$500,000 in billing with Fortune 25 company
- Create deliverables such as wireframes, site maps and prototypes
- Work directly with developers to ensure all designs and strategies are technically feasible
- Conduct usability studies using contextual inquiry, persona mapping, user surveys and heuristic review
- Analyze and present usability findings and site metrics making recommendations for action
- Ensure deliverables are on time and within budget

Whole Foods Market

Interactive Art Director Austin, TX Jan 2005 — Dec 2011

Project lead, information architect and art director for projects including microsites, intranets, video and interactive training courses

- Led brainstorming sessions with team and business partners to determine functional, content and technical requirements as well as user interface specifications
- Created deliverables such as technical requirements, business requirements, wireframes, site maps and prototypes
- Conducted usability studies using contextual inquiry, persona mapping, user surveys, card sorting and heuristic review
- Analyzed and presented usability findings and site metrics making recommendations for action
- Created brand guidelines for internal sites as well as participate in setting Whole Foods Market's brand standards as they pertain to voice, web and video
- Ensured deliverables are on time and within budget

Freelance Information Architect and Art Director

Austin, TX Sept 2001 — Mar 2005

- Local clients included Texas Medical Foundation, State Bar of Texas and Austin Film Festival

PROFESSIONAL EXPERIENCE (Continued from previous page)

VisionWeb Designer Austin, TX Jan 2004 — Oct 2004

- Produced rapid prototypes for product ordering engine and insurance claim site
- Defined UI style and created UI assets
- Webmaster for consumer-facing site
- Created visual specifications
- Managed freelancers and provided art direction for outsourced projects

Leyh Publishing Production Editor Austin, TX Sept 2002 — Jun 2003

- Worked with authors and editorial staff to design and produce college textbooks
- Wrote copy for book jackets

University of Texas Information Architect/Designer Austin, TX Dec 2001 — Sept 2002

- Information architect for the Joint Application Development team to redesign RecSports website
- Created business requirements and technical specifications documents with JAD team
- Produced deliverables including wireframes and prototypes
- Conducted usability testing including surveys, contextual analysis and heuristic review
- Analyzed usability testing results and presented to team
- Webmaster for RecSports website

Thinkwell Creative Lead Austin, TX Jul 1999 — Sept 2001

- Information architect for proprietary Learning Management System (LMS)
- Produced wireframes and prototypes for a variety of interactive and web-based applications
- Conceptualized, storyboarded, scripted and produced graphics for college lectures on a variety of subjects on short deadlines
- Illustrated complicated technical processes and concepts for video and multimedia presentation

OTHER PROFESSIONAL EXPERIENCE

Hendersonville Times-News	Hendersonville, NC	1998 — 1999
Advo, Inc.	Dallas, TX	1997 — 1998
Hellmuth, Obata + Kassabaum	Dallas, TX	1996 — 1997
AT&T Wireless Services (Cellular One)	Oklahoma City, OK	1995

EDUCATION

University of North Carolina at Asheville Asheville, NC 1999
Post-graduate studies in multimedia

University of Oklahoma Norman, OK 1994
Bachelor of Arts, Political Science