

Summary

I'm almost pathologically empathetic and channel that into building user experiences and interfaces that people want to use. I play well with others, especially engineers, and can do my thing in pretty much any language or toolset you throw at me, including GWT, RoR, and Javascript. I have a lot of ideas.

Experience

VetLinQ, Portland, OR

03/11 - present

Admiral of Awesome User Experience

Makes sure the MVP is a perfectly polished piece of flawlessness.

- » Created logo and driving product direction.
- » Collaborating with engineers to build product quickly yet elegantly.
- » Every day I'm hustlin'.

Benchmark Grading, Portland, OR

01/10 - 02/11

Partner/Developer/Designer

Responsible for all elements of design and UI, including trade show booth signage and company identity. Worked closely with partners to determine strategy and implement new features.

- » Created dynamic marketing web site for SEO and promotion using JQuery.
- » Absorbed knowledge from subject matter expert in order to promote product at trade shows.
- » Implemented front ends for GWT-based application using CSS positioning and XML.

SnapNames, Portland, OR

01/08 - 06/10

Web Designer

Lead and implemented all web site changes, including site look-and-feel updates and application design. Worked closely with engineers, product management, marketing, and other designers.

- » Took initiative to independently design and implement mobile version of web site.
- » Organized, planned, and conducted usability testing within tight Agile methodology timelines.
- » Proactively redesigned downloads page for large customers, increasing click-through by 135%.

WebMD, Portland, OR

08/04 - 01/08

Web Designer

Designed and built custom web sites to Fortune 500 client specifications using internal technical tools. Duties included user interface and visual design of many core products. Used developer tools for coding and version control.

- » Worked closely with product managers to craft UI of industry-leading health and benefits tools using AJAX, Flash, and JavaScript, as well as validating new interfaces with usability testing.
- » Created marketing toolbox of print collateral to increase usage of products and streamline sales and marketing process.

Healthnotes, Portland, OR**01/02 - 08/04****Senior Graphic Designer**

Managed and implemented all changes to Cold Fusion web site. Designed and maintained all online and print marketing material and customer communications. Created instructional signage, increasing usage. Storyboarded and implemented Flash animations to increase use of touch-screen kiosk.

- » Collaborated with executives to create compelling product interfaces, increasing sales.
- » Created email newsletters and product guides to increase customer retention.
- » Worked closely with technical team to optimize load time and usability of touch-screen interactive product using image compression, Javascript, Cold Fusion, ASP, and CSS.

Freelance Designer, Xerox and 800.com**06/01 - 10/01**

- » Developed marketing strategy and creative direction for pilot program under strict timeline.
- » Created and implemented original design and wrote marketing copy for web and print.
- » Assembled style guide and initiated organizational changes to increase efficiency and prevent misuse of resources.
- » Supervised design team, creating capacity plans, managing workflow, and reporting statistics used to determine cost analysis.

WebMD, Portland, OR**08/96 - 03/01****Art Director, 01/99 - 03/01**

Created co-branded web site designs for major clients from the internet and HMO industries. Assisted software engineers in coding and deployment of sites using XML, Java, and proprietary template language.

- » Developed template timeline for project development, resulting in more on-time deliverables and greater client satisfaction.
- » Increased usability of product by creating search tools that found superfluous graphics and code, reducing site download time.

Web Designer (before merger, SHN), 08/96 - 01/99

Created graphics and HTML under tight deadlines. Developed original designs for condition-specific sites through market research and focus groups. Guided and enforced corporate branding in web and print spaces.

- » Boosted click-through from 2% to 18% by writing copy and designing banner ads to run on search engine sites.
- » Reduced time to market by learning and teaching other designers proprietary template language and version control system.

Education**Pacific Northwest College of Art, Portland, OR.****08/95 - 05/97**

B.F.A. and continuing education classes

Reed College, Portland, OR.**08/92 - 05/96**

Awarded B.A. in Art