

## EXPERIENCE

### UX/UI Designer 02/10 – 06/10 (Company downsized operations, 06/10)

Alagad (RIA development firm, virtual)

- Integrated UX Design practices into a development rich culture
- Uncovered business and user requirements, guiding UX, brand and visual design strategy for HTML sites and Flex applications
- Created design brief, audience personas and text-based content
- Visually translated requirements into flow diagrams, sitemaps, information architecture, wireframes, mockups and prototypes
- Designed logos, business cards, stickers, social media graphics, banner ads, landing pages, dashboards and infographics

### Visual User Interface Designer 04/09 – 09/09 (6 mo. contract)

StoneRiver (formerly Fiserv, software/technology, Denver, CO)

- Wove visual design role into existing Agile Scrum development culture, initiated stakeholder experience design sessions and created design brief for enterprise level RIA software suite
- Eased stakeholder concern by delivering refined visual user interfaces (in collaboration with Flex developers) to improve product's initial impression, in time for critical industry event
- Inspired velocity increase for teams by suggesting wireframe and information architecture creation enhancements

### Interactive Art Director 08/07 – 02/09

NetQuote (online marketing/internet lead aggregator, Denver, CO)

- Evolved and created company's multiple B2C/B2B brands and sub-brands leveraging visual experience design for web based applications, sites and various marketing creative
- Implemented a context-based design and review system to help teams focus on goals and targeted user experiences

### Interactive Art Director 02/07 – 05/07 (Economy-driven agency layoffs)

cclIntellect (property/economic development ad agency, Denver, CO)

- Uncovered business goals and audience needs, created engaging visual user experiences for Mesa Del Sol NM, Fitzsimons Life Science CO, and Overland Park KS
- Streamlined cartography design and development process

### Sr. Interactive Art Director 07/06 – 02/07 (Company ceased in 02/07)

Havoc Interactive (interactive design studio, Denver, CO)

- Engaged clients in brand experience design sessions, created design briefs and guided the creative process
- Turned abstract concepts and minimal assets into visually refined, user centered CMS sites and application interfaces

### Interactive Art Director 02/05 – 07/06

Malenke | Barnhart (full-service interactive agency, Denver, CO)

- Took part in high-level brand experience workshops and brainstorming sessions for multiple sites and campaigns
- Provided original design solutions and art direction for Denver Zoo, COPAN Systems, Qwest and Alta Colleges

### Interactive Art Director 07/00 – 02/05

Qwest Communications (telecommunications corporation, Denver CO)

## SKILLS

### User Experience Design/Visual Design

- Stakeholder interviews, design briefs, competitive analysis, brand strategy, personas, task flow diagrams, information architecture, site maps, content editing/design, wireframes, visual design mockups, prototypes, usability, visual heuristics
- Typography, color theory, palette design, white space, texture, perspective, visual hierarchy, emotional response
- Design Production: image sourcing, component styling, image slicing and optimization, specification guidelines, style guides

### Hardware/Software/Culture

- Fluent in Macintosh and Windows operating systems
- Skilled in Adobe Photoshop, Fireworks, and Illustrator
- Possess working knowledge in Adobe Flex, Flash, Dreamweaver, InDesign and Acrobat
- Basic understanding of HTML/CSS and Microsoft Office
- Experienced designing in iterative Agile Scrum software development culture via sprint cycles using Rally Enterprise

## PROFESSIONAL CLUBS/GROUPS/WORKSHOPS

- UX Book Club Denver, monthly user experience design collaborations, 2009 to present
- AIGA, the professional association for design, ten year member
- ADCD, Art Directors Club of Denver, nine year member
- Denver Applied Ideas: Talks on Design (series), MCA (Museum of Contemporary Art) 2009 member
- Edward Tufte Course on Visual Presentations of Data and Information, Denver 2008

## EDUCATION

### Bachelor of Science (Cum Laude)

Major: Graphic Design (Visual Communications)

The Art Institute of Pittsburgh

### Certificate in Web Site Design & Development

Emphasis: Information Architecture, Adobe Tools, HTML & CSS

The Art Institute of Colorado