



SUMMARY

Senior Experience Architect with 20+ years of experience developing interactive design solutions for Fortune 500 clients.

Versatile skill set and ability to lead complete project life cycle, from initial research and analysis through content strategy, interaction/experience design, and usability testing, to final visual design solution. Emphasis on streamlined yet engaging user experiences, compelling visuals, and effective typographic and information design. Proponent of Lean UX principles.

Strong client presentation skills and design team management experience. Adept at remote collaboration and working with distributed workforces.

Easy-going personality. Consensus-builder, with a great sense of humor. A mild obsession with donuts. And drive-in movie theaters.

CAPABILITIES

Information Architecture

- content strategy
- heuristic analysis
- competitive analysis
- personas
- user paths/flows
- sitemaps
- layout & wireframes
- interface design
- messaging
- prototyping (Axure, more)
- usability testing

Creative

- creative direction
- art direction
- visual/graphic design
- information design
- layout
- typography
- branding
- presentation design
- motion graphics
- copywriting
- styleguides

EXPERIENCE

The Martin Agency Richmond, VA 2012–2013

Consulting Information Architect Consultant at Martin (national Top 10 Ad Agency) providing IA leadership and creative & visual design support. Led the user experience design on projects for clients such as Walmart, Tylenol, and Net10 Wireless.

Freelance/Independent Richmond, VA 2009–present

Experience Architect Independent professional providing user experience design, information architecture, and creative/visual design support. Recent clients include AARP, Citrix, National Geographic Channel, Verizon & the Journal of the American Medical Association.

AOL/America Online Washington, DC Area

User Experience Design Manager, 2006–2009 Directed the product design team for AOL Instant Messenger (AIM) Community products. Responsible for all aspects of the User Interface and Experience Design. Spearheaded the initial design and launch of AIM Profiles (social network) and AIM Photos (photo sharing). Maintained sites through iterative updates based on site traffic and metrics, usability testing, and user feedback. Developed wireframes, visual design, user flows, and design and technical specs. Supervised designers by leading design reviews, managing workloads, establishing best practices, facilitating career paths, and listening. Collaborated with project managers and development teams globally, from Santa Monica to Dublin to Bangalore.

Principal User Interface Designer, Senior Visual Designer, 2003–2006 Led Experience Design of AOL Sports and AOL News websites. Also responsible for design of feature packages such as the SuperBowl, the NCAA Finals, the Olympics, and Elections, all with between 5–10mm page views. Provided wireframes, user flows, interaction design and documentation, and visual design assets.

The New Media Group Washington, DC Area 1999–2003

Creative Director, Senior Art Director Provided creative direction and leadership in the design of compelling websites and interactive materials for a broad range of high-profile clients, including Discovery Channel, AOL, U.S. Department of State, PBS, Denver Broncos, and XM Radio.

CLIENTS

Walmart 

AARP 

CITRIX 

TYLENOL 

 NATIONAL
GEOGRAPHIC
CHANNEL

AOL 

Discovery
CHANNEL 

U.S. DEPARTMENT
of STATE 

intel 

Nintendo 