

I'm a Product Designer & Leader with fifteen years of experience building products that pair human-centered empathy with core business goals. In my career I have been lucky enough to have built truly world-class products that have reached every corner of the globe and have had the pleasure of working with, learning from, and leading some of the best and brightest in design and software development. All of this has been done with a single end in mind – making products that people enjoy.

DESIGN DIRECTOR PALMETTO SOLAR 2022 – Present

I joined Palmetto to help standup a human-centered design team that would take their customer-facing software to the next level. In doing so, I stood up a shared design team backlog with full integration into engineering backlogs, established a consistent design intake system, and set up a design process that would enable one-to-one parity with production code. In addition to this, I partnered with Product and Engineering counterparts to have a weekly design showcase, established consistent and shared user analytics, and cross-functional planning. The results of this work have been self-reported improved communication, design capacity improvements, and 30% improvement in surveyed customer satisfaction.

UX MANAGER & LEAD UX ARCHITECT INTRALOX 2018 – 2022

Intralox was entering their Digital Transformation phase and needed UX guidance for their custom software teams. I joined Intralox to oversee and develop the transformation of these software teams to a matrix style design organization to help bring the voice of the user to each individual team. The work to create a new culture of user centered design has resulted in the delivery of the company's first customer facing software, a shared and functional design system for teams, and a holistic user centered approach to all of Intralox's customer facing releases.

LEAD PRODUCT DESIGNER LOCKSTEP 2021-2022

Lockstep was preparing for a Series B funding round and approached me to help them achieve this through product-led growth. To accomplish this, I executed a design team evaluation and established a roadmap to get the team from its Emergent stage to an Integrated User-Driven stage. In doing so, Lockstep has been able to demonstrate to its investors a commitment to this work by the successful release of its flagship product and end-to-end consistent user flows. As a result of this work, Lockstep was successfully acquired by Sage Group.

STAFF UX DESIGNER GE DIGITAL 2016 – 2018

GE Digital was a transformative experience that allowed me to continue to grow as a leader and as a mentor by providing responsibilities to lead a small team of designers and DTLP candidates in the design and building of applications for several GE verticals including GE Power, Aviation, and Oil & Gas. In this role, I oversaw the development of long-running UI systems and provided performance and mentorship reviews for my design team.

MY GOALS IN CREATIVITY

Are to be challenged to do well and encouraged to take risks. To live by the mantra that things must not only look good, but they must also be good. To work with people who inspire me to do better and to work with those people to provide creative solutions to the problems we are tasked with solving.

OTHER ACCOMPLISHMENTS

Crotonville Adaptive Leadership Graduate

Nielsen Norman UX Management Certified

Vice President of the Board Capitol Park Museum

CONTACT INFORMATION

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