

Overview

White space innovator and idea excavator: building a career dancing the line between brands, technology, people and experiences. I've succeeded in becoming an indispensable and profitable asset anywhere I've been both agency side and in-house. Over the past 14 years I've delivered meaningful, elegant solutions to complex situations by joining people, crushing convention, and bridging the gaps that separate the different media channels. In short, I design what works and I forecast what the next best experience will be.

Primary Skillsets

- Information Architecture/UX Design
- Interaction Design (Desktop & Mobile)
- Creative/Art Direction/Visual Design
- Web and Mobile Design/Development
- Ideation and Strategy
- Environment Design (Physical Spaces)
- Motion Design
- SEO and SEM
- Experiential Marketing

Experience

12/2013 – Present Associate Creative Director, User Experience (contract) » [SapientNitro](http://SapientNitro.com), Minneapolis/MN

Currently engaged at SapientNitro developing UX strategies for the largest private health insurer in the world – United Health Group. The immediate scope of work includes user experience and re-platforming considerations for uhc.com, while developing patterns and strategies to encompass the entire United Healthcare ecosystem.

- Developed content and navigation strategies for uhc.com replatforming and redesign activities
- Lead heuristic evaluations of existing uhc.com interactions and patterns.
- Guided business leaders to ongoing content development and implementation strategies
- Informed and collaborated with Visual Design teams to deliver world class creative experiences informed by data-driven ux design.

3/2013 – 12/2013 Senior User Experience Designer (contract) » [US Bank](http://USBank.com), Minneapolis/MN

Working with and leading ad-hoc UX teams through the design experience with a focus on emerging mobile trends in app and WAP touch experiences. Working directly with business line interests, visual designers, UX developers and ultimately UAT testers to ensure product success is achieved as envisioned at the onset of the creative process.

- Created conceptual design and interactions for the bank's ever-evolving mobile app and mobile web presence.
- Lead team interactions through succinct wireframe activity complete with detailed, easily adoptable interactions and patterns.
- Cut design and development cycles by leveraging long-running history of development experience.
- Pushed the enterprise to break out of stagnant thinking, through innovation and creativity.
- Used adept sense of "social engineering" to navigate the (at times) perilous waters of product development - pulling teams together rather than dividing them over issues related to the design process.

7/2011 – 3/2013 Creative Director » [CPC Intersect](http://CPCIntersect.com), Minneapolis/MN

Developed award-winning solutions with this premiere experiential marketing agency introducing my interactive edge to brands like Coca-Cola, Allstate Insurance, Vitaminwater, The PGA, Seagram's and Dasani.

- Developed architecture, designed, and developed an award winning online to in-home experience for Coca-Cola and The American Music Awards.
- Created a multi-million dollar multi-year tour for Dasani focused on eco benefits with my solutions spanning environment design, consumer interaction and technology.
- Led ideation sessions centered around RFP responses and developed results into final presentation concepts for brands like Dasani, The American Music Awards, The PGA and Mello Yello
- Owned, organized, designed and pitched business-winning decks and concepts to clients like: Coca-Cola, Fuze, Dasani, Vitamin Water, The PGA and Mello Yello.
- Developed first-of-its-kind mobile slow motion video "photo op" for Dasani national "Designed to Make a Difference Tour."
- Drove social media impressions through activation elements for Allstate Insurance, The PGA, Dasani, Mello Yello and Vitaminwater.

8/2009 – 7/2011 Interactive Creative Director » IQ Marketing, Minneapolis/MN

Charged with interactive solutions at IQ Marketing directing creatives and web developers in solutions spanning the web, email, mobile and desktop applications. In addition to deliverables and tangibles: I play an integral role in strategy, planning and product performance metrics forecasting and reporting.

- Information architecture and UX design for web sites and widgets for the above brands.
- Design concepting and strategy for brands like The Nebraska State Lottery, American Family Insurance and Creative Kidstuff.
- Evaluate new and emerging technologies as viable client solutions for large enterprise level clients like American Family Insurance.
- Rebuilt entire eCommerce solution for CycleCountry based on Magento eCommerce Platform.
- Online marketing strategy including SEO and SEM for brands small and large.

5/2004 – 8/2009 Creative Director » Hearth & Home Technologies, Lakeville/MN

The primary point of contact within the shared resource marketing department for both offline and online creative services at Hearth & Home. I lead a team of two web developers and one senior designer who in turn work with production artists in the production group. As a team we served the creative needs for 4 brands across both retail and builder channels.

- Responsible for all creative concepts, reviews and deliverables for 4 product brands: Fireside Hearth & Home, Heat & Glo, Heatilator, and QuadraFire.
- Developed relevant information architecture and UX/UI concepts for any and all new interactive initiatives.
- Presented and executed online marketing communication plans to brand managers including SEO and SEM.
- Fully responsible for every product rollout and all collateral elements print and online.
- Developed architecture, creative and taxonomy for corporate Intranet & Content Management System (CMS) based on the Stellent Content Management System.
- Successfully pitched, developed and launched multiple nation-wide multi-channel marketing campaigns for all in-house and retail brands.
- Set a new standard for online presence of flagship product rollouts.
- Improved internet traffic year-on-year 15-20% with minimal spending.
- Offered a new dynamic of motion design to the team, utilized in tradeshow, web sites and kiosks.

9/2003 - 4/2004 Information Architect & Senior UX Designer » Metris Companies, Minnetonka/MN

Lead Architect and Senior Designer tasked with creating a new Corporate Intranet and Portal owned by Corporate Communications. This project was a 6month contract with a two month extension.

- Worked as liaison between Corporate Communications and existing business units to define business requirements and goals for the new Intranet. Worked as a "buffer" for interactions between Corporate Communications and Information Technology to ensure Corporate Communication goals and intentions were preserved throughout the project. Also served to transform Corporate.
- Communication and Business Unit goals into viable Information Technology goals, and to be available for further assistance throughout the process.
- Met with business units and stakeholders to provide a road map based on phased and iterative generations of the Intranet contingent upon technological limits and time-frames offset by immediate Opportunities.
- Created a design standard for the Intranet, ensuring a consistent look and feel while maintaining an Intranet "best practice" of organic and decentralized growth.

1/2002 - 4/2003 Information Architect & Lead Web Developer » Staplegun, Inc., Oklahoma City

- Single point of contact for all projects under Interactive Media, Internally and Externally
- Designed & implemented project lifecycle protocol using MS Project running in client/server mode on top of MS Project Server. Deployed Project Server on top of MS SQL2000 then built custom reports and applications in ASP.
- Developed an online video library E-Commerce system on top of MS Site Server Commerce Suite using ASP and SQL 2000. Designed the interface, driven in VBScript, Javascript, DHTML and CSS.
- Developed another E-Commerce system using StoreFront. Custom code built in ASP.NET and SQL 2000.
- Developed the interface using VBScript, Javascript, DHTML and CSS.
- Designed and developed multiple brochure sites and corporate sites. All included a custom content management system developed in CSS and DHTML; driven by an SQL 2000 backend.

7/2001 – 12/2001 UX Designer & Information Architect » Devon Energy, Oklahoma City

- Designed the architecture and rollout plan for portal-based scalable Corporate Intranet/Extranet.
- Designed the user interface and template for their Intranet using Adobe Illustrator, Adobe Photoshop, Adobe ImageReady, and Macromedia Dreamweaver Ultradev.
- Developed database driven, adminable DHTML menu system, allowing editing and adding of menu levels and drill-downs in a dropdown menu format to the "nth degree" using ColdFusion, DHTML, Javascript and SQL 2000.
- Developed an adminable rich text-capable portal management system. This allowed for non-code compliant content providers to provide content in a lightweight MS Word environment, in-line with their browser.

8/2000 – 6/2001 Sr. New Media Web Developer & Designer » The Netplex Group, Oklahoma City

8/1999 – 8/2000 Sr. New Media Web Developer & Designer » Ackerman McQueen Advertising

1/1999 – 8/1999 ASP Web Developer » University of Oklahoma

Software & Platforms

Design

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects
Adobe Premiere
Adobe Audition
Adobe Encore
Adobe Dreamweaver
Adobe Flash
Newtek Lightwave
Omnigraffle

Development

ASP/ASP.NET
HTML/Javascript/CSS
iOS/AndroidOS
Appcelerator Titanium
PHP
MySQL
Cold Fusion
MS SQL
Microsoft Access

Platforms

iOS (via Appcelerator Titanium)
AndroidOS (via Appcelerator Titanium)
XMPie Print on Demand
XMPie uProduce/uDirect
Stellent Content Management Rythmyx
Content Management
Concrete5 Content Management
Wordpress Content Management
Drupal Content Management