

CURRENT
RESPONSIBILITIES

Dex One - Senior Manager, User Experience & Design July 2012- Present

Currently at Dex One, I am leading the redesign for all web, mobile-web, and native applications in an agile environment. I collaborate with the PM's for the best User Experience balanced with the highest monetary return for the company.

SUCSESSES

Since my first days at Dex One, I feel I have increased communication between teams. Design is almost always at the beginning of development initiatives. Because of this, I have the ability to see what is coming through the development pipeline. This foreknowledge allows me to collaborate early on with necessary team members and enables us to work through any potential road blocks, thereby speeding up development. I have led the design team in many successful implementations for consumer and client facing products. In an effort to be brief, here is a short list of successes:

— In Q4 of 2012, the implementation of my redesign of the DexKnows.com business profile page saw an immediate 54% lift in the action rate, and actions rates have continued to rise.

— In Q1 of 2013, despite employee turnover, with strong focus and determination, I was able to facilitate and complete the successful redesign of our native iOS and Android applications.

— In Q4 of 2013, we hope to see to fruition a concise and grounded branding effort for all digital products. We are working very closely with content teams, sales teams, marketing, and PM's to ensure we have a solid and vetted brand identity for DexKnows.

PRIOR TO DEX ONE

ACTV8 - Director of Product Development 2011- July 2012

Lead Designer and Creative Team Manager

Manage Mobile Application Product Development, QA, Sponsor integration, Content integration

While employed at ACTV8, I wore many hats. My work at ACTV8 involved large clients such as Buick, Walgreen's, Crystal Light, O-Cedar, and FOX. I managed many different projects, clients and team members and oversaw the design and release of ~7 mobile applications, all under tight deadlines and some concurrently. The primary focus was on how to successfully create and maintain a one-to-one relationship between the consumer and a brand.

While at ACTV8, I led the production of:

- feature lists, site maps, wireframes, art direction and completed graphics through to app release;
- managed the sponsors and weekly content production and integration;
- I worked with the developers and the database team to ensure all app functionality and the CMS was in place for the best sponsor representation and app user experience.