

Director of User Experience: Delivering strategic results through design-led thinking

User-centered professional with over 20+ years experience defining, designing, and delivering results-driven experiences with measurable results. Led teams that drove an 87% growth in new customers and a 43% increase in customer satisfaction for Amazon, implemented solutions for Lowe's to mitigate a \$6B per-year loss in revenue due to lost sales resulting from miss-placed inventory. Instrumental in creating, implementing, and promoting standards to support organization provide consistent and modern UI/UX experience. Hands-on experience leading teams while architecting large-scale enterprise solutions for multiple form factors, while managing all facets of research, iterative design, and production-ready solutions.

Experience

2021 – Present
Huntersville, NC

Director, User Experience & Visual Design American Tire Distributors

Led a multi-disciplinary team of architects, designers, copywriters, researchers, and developers supporting ATD's North American technology platforms, including ATD's e-commerce platform responsible for over \$4B in revenue per year.

- Let the transformation of a diverse UX and Design teams to incorporate new ways of working and collaborating across multiple verticals, including supply chain, merchandising, marketing, technology, and sales.
- Introduced new practices, processes, and AI-driven tools that led to significant improvements in operational efficiency, output quality, and confidence in solutions.
- Portfolio of projects includes an online e-commerce platform to drive tire sales across North America, multiple mobile applications for e-commerce and mobile payments, BI and analytic platforms, and multiple corporate websites.
- Responsible for managing the research, UX architecting, and design for a complete re-platform effort of ATD's flagship product that drives more than \$3B in revenue per-year, driving increased engagement, conversions, AOV, and revenue per-click.

2018 – 2021
 Mooresville, NC

Senior User Experience (UX) Architect Lowe's

Led multi-disciplinary teams for complex projects such as Store Inventory Management, Merchandising, Store Space Management and other large-scale efforts.

- Responsible for providing strategic direction, time lines, and milestones, as well as user journeys, wireframes, prototypes, and other high-quality UX deliverables.
- Led ideation and design workshops for strategic technology projects.
- Defined processes for hiring, portfolio evaluation, recruiting, onboarding, and mentoring to grow Lowe's UX into a world-class user experience organization.
- Planned, executed, and implemented a large-scale initiative for new inventory management systems to address a \$6B per-year loss in revenue from lost sales due to miss-placed inventory across all 1,720+ stores.

2015 – 2018
Bellevue, WA

Lead UX Designer / Project Manager

Market Leader

Led the high-profile redesign of the Market Leader product suite, including the redesign of the flagship CRM product and new consumer websites for agents.

- Responsible for the strategy, experience design, and development of the new cross-platform Market Leader mobile app for Android and iOS.
- Created and implemented Human Interface Guidelines and acted as the point person for all design-related activities for our online products.
- Presented the user experience vision at several company-wide events to evangelize user experience and research.

2013 – 2015
Seattle, WA

Lead UX Designer

Amazon

Drove the design and experience strategy for Amazon Coupons, Baby & Wedding Registry, and Amazon Mom. Developed the new experience for the Subscribe & Save program that saw a 52% increase in new subscriptions and an 87% increase in new customer enrollment.

- Helped define and develop the invention and solution for the “Graduated Item Subscription” patent application, issued April, 2015.
- Recruited to create and maintain Amazon Human Interface Guidelines, as well as led efforts to define training and certification initiatives.
- Played a key role in the committee responsible for planning and facilitating Amazon Conferences and Speaker Series, delivering outstanding events to 1000+ attendees.

2012 – 2013
Hoffman Est., IL

Senior UX Designer

ADP Dealer Services/CDK Global

Initial hire for the User Experience Design Group and tasked with redesigning the ADP Dealer Services product suite, as well as guiding the visual and interaction design of multiple branded experiences across numerous platforms.

- Drove user experience strategy in cross-functional efforts while collaborating to define business requirements, specifications, and final solutions.
- Developed internal user-centered documents and templates to help outline processes and best practices to increase efficiency and speed to market.

Education

Seattle, WA

Master of Science – Human-Centered Design & Engineering

University of Washington

Chicago, IL

Bachelor of Arts – Advertising & Design

Columbia College Chicago