

User experience professional who drives innovation by researching user needs and creating results-driven solutions for web, mobile, and desktop applications. Thrives in a learning culture that values user-centered process and creative thinking.

- Uncovers user needs and elicits requirements from subject matter experts.
- Forms and socializes concepts that meet business needs and align with overarching user experience strategy.
- Prioritizes requirements by balancing business goals and technical complexity.
- Creates and presents deliverables such as page flows, use cases, wireframes, and functional specs.
- Defines and communicates page-level details to visual designers, front- and back-end developers, and quality assurance testers.
- Conducts user testing of current and proposed solutions and disseminates results into actionable next steps.

## Specialties & Expertise

Usability testing	Prototyping
User interviewing	Service design
Journey mapping	Lean startup methods
User personas	Agile methodology
Mental modeling	Email strategy
Contextual inquiry	Responsive design

## Education

### **Master of Science in Information Architecture & Knowledge Management**

Concentration: Information Architecture  
Kent State University, Kent, OH

### **Bachelor of Arts in English with Honors**

Kent State University, Kent, OH

## Relevant Experience & Project Highlights

### **Director, User Experience**

Privia Health  
Arlington, VA  
Nov 2014 - Aug 2015

Oversaw user experience initiatives for the nation's fastest-growing physician practice management and population health technology company. Worked alongside internal teams as well as business partners and outside vendors in order to deliver a cohesive patient experience.

- Initiated and led cross-disciplinary team to revamp 100+ Care Center web sites on an updated development platform. Designed modular templates to accommodate Care Centers of varying sizes and medical specialties, which reduced time-to-launch and subsequent updates.
- Redesigned and launched responsive "Find a Doctor" web app to accommodate increasing amount of mobile users.
- Implemented and provided support for improved ticket management program for Customer Service, email communication for physician outreach, and ongoing enhancements to Privia web app.

## Relevant Experience & Project Highlights

### **Sr User Experience Designer**

HelloWallet  
Washington, DC  
Sep 2012 - Oct 2014

Led foundational user experience research and testing for cloud-based software startup that offers financial guidance to U.S. workers. Fortune 500 customers include Google, Walmart, and Allstate. Winner of 2013 Webby Award: Best Financial Services Website. Acquired by Morningstar Investments, May 2014.

- Planned and executed qualitative user research to discover user needs, synthesized findings, and ideated solutions.
- Conducted iterative user testing of wireframes, prototypes, and fully-functioning experiences; recruited target users, developed scripts, facilitated interviews, and presented results and recommendations.
- Drove creation of engaging, easy-to-answer questionnaire designed to assess the financial situation of potential users, resulting in an 80% user completion rate and used as a key competitive advantage to land Fortune 500 customers.
- Created and validated research-based user personas, which were adopted for use across sales, marketing, product, and external business partners.

### **Sr User Interface Designer**

Discovery Communications  
Silver Spring, MD  
Feb 2008 - Aug 2012

Designed online user experiences across multiple broadcast network sites (Discovery Channel, Animal Planet, TLC) and digital media acquisitions (Petfinder.com) with combined traffic of 500+M page views and 35M unique users per month.

- Led Animal Planet Dog Breed Selector redesign, which increased monthly page views by 150% and was recognized as a 2012 Webby Award Official Honoree in Web Services & Applications.
- Redesigned online video experience for all broadcast network sites which grew video streams 300% with 100% ad sell-through in fourth quarter.
- Consulted on user experience and creative direction of iPad and mobile apps for Discovery Channel, myDiscovery Ultimate Sharks, and Petfinder.
- Spearheaded and conducted first qualitative user research project for Petfinder.
- Collaborated with outside agency in head-to-toe rethink and rebranding of Petfinder, the #1 online destination for adoptable pets.

### **Sr Information Architect**

Marriott International  
Bethesda, MD  
Mar 2005 - Feb 2008

Delivered revenue-building projects for flagship reservation web site (Marriott.com) with 12M monthly visits generating over \$6B in annual gross revenue.

- Led User Experience team on \$4M hotel search redesign project. Achieved goal of 3% increase in weekly booking conversion rate, resulting in an additional \$290M annual gross revenue.
- Launched B2B project that enabled hotel meeting planners to create custom web pages for client events. Drove 16.5% increase in booking conversion rate, resulting in an additional \$10M gross revenue.
- Initiated and piloted custom documentation system for user experience deliverables in order to increase workflow efficiencies.