

WHY ME?

- 10+ years of experience leading the design of high-profile consumer and enterprise applications, and managing and inspiring cross-functional teams (product managers, engineers and other designers).
- Expert in the areas of ethnographic research, requirements definition, interaction design, visual design, and usability testing best practices with a focus providing useful, high-quality deliverables.

WHAT I'VE BEEN UP TO LATELY

USER EXPERIENCE MANAGER @ SPLUNK (2008 - 2009)

San Francisco, CA

- Led the redesign of the application framework and key product features for Splunk 4.0.
- Developed UI standards framework; hired and mentored design intern to develop UI taxonomy and standards.
- Conducted usability studies with internal users and customers, presented findings to team, and prioritized issues and proposed solutions.
- Developed and delivered use case training to product managers and engineers; conducted user interviews and identified, prioritized, and worked with team to develop customer use cases.

STAFF / SENIOR INTERACTION DESIGNER @ YAHOO! TRAVEL (2006 - 2008)

Santa Clara, CA

- Driver of key engagement projects to optimize the user experience of Yahoo! Travel in order to acquire and retain new target customer segment: passionate travelers.
 - Gained buy-in from GM to initiate project. Worked with user researcher to conduct, analyze results, and present ethnographic study findings and design concepts to the Travel team leads and GM.
 - Project Driver and Design Lead on resulting projects: Site navigation redesign, new My Travel section, updates to Yahoo! Trip Planner, and new "Destination Finder" feature. Developed and validated UI concepts with users, prioritized products and features, and created detailed wireframes.
- Led the product strategy and design of the first social shopping offering at Yahoo!
 - Worked with user researcher to analyze results and develop findings for an at-home study to understand consumer behavior around deals. Developed concepts and business model based on opportunity identified. Presented findings and concepts to executives and others in the Yahoo! Marketplace Group.
 - Led the design of the first social deals offering: Yahoo! Coupon Center. Engaged Product Managers, Engineers and Visual Designer to define the project scope and develop final designs.

SENIOR UI DESIGN LEAD @ INTUIT: QUICKEN SOLUTIONS & HEALTHCARE (2005 - 2006)

Mountain View, CA

- Led the product definition and design of the core set of features for a new consumer Healthcare offering within Quicken (Health Expense Tracker) from concept to detailed design phase. Managed a team of internal designers and consultants. Prepared and presented design progress updates to executives in the Healthcare business unit and Intuit founder, Scott Cook.
- Led the design of Quicken Medical Expense Manager V2, a complete redesign of the product starting with visits to customers to evaluate efficacy. Worked with team to define product scope, developed design concepts and final UI specifications
- Developed concepts for a new offering focused on providing budgeting tools to consumers. Assisted user researcher and other designers to conduct user concept evaluations. Wrote detailed research findings report.

INTERACTION DESIGNER / USABILITY ENGINEER @ PEOPLESOFT CRM (2003 – 2005)

Mountain View, CA

- Led the redesign of the Customer Support Agent Communications Console and Chat products.
- Conducted site visits and worked with User Experience team to identify and design features to enhance product usability.
- Identified and designed common interaction patterns for use across CRM applications.
- Conducted navigation / information architecture card sorting exercises with users to develop recommendations for a more logical and intuitive menu structure.

USER INTERFACE DESIGN CONSULTANT @ INTERPIX DESIGN (2002 – 2003)

Toronto, ON

- Conducted heuristic evaluations and worked with design team to develop and test designs for the Royal Bank of Canada and ADP Payroll using low-fidelity paper prototypes.

DESIGN DIRECTOR @ ZAQ INTERACTIVE SOLUTIONS (2000 – 2002)

Toronto, ON

- Led the design of the company's two web based solutions for online marketing professionals.
- Led the design and project management of the corporate web site and sales support materials. Hired and managed copywriter, and managed internal designers and front-end engineers.

SENIOR INTERFACE DESIGNER @ HYPERION SOLUTIONS (1998 – 2000)

Toronto, ON

- Managed UCD function within business unit including a team of two UI designers. Hired and mentored junior interaction designer.
- Led the design of two business performance management applications. Facilitated team design reviews and created detailed UI specifications.
- Defined and validated product requirements as interim Product Manager for Hyperion Performance Scorecard.

COMPUTER SKILLS

- UI Mock-ups: Fireworks, Illustrator, Photoshop
- Wireframes and process diagrams: OmniGraffle, Visio
- Prototyping: Dreamweaver, HTML & CSS, Flash

WHERE I LEARNED SOME OF WHAT I KNOW

University of Central England, Birmingham Institute of Art & Design (1996 – 1998)

now Birmingham City University

Birmingham, UK

MA with Distinction in Industrial Design (Product Design), Interface Design

Ontario College of Art & Design (1992 – 1996)

Toronto, Ontario

AOCAD, Honors Diploma in Industrial Design