

## Experience & Education

### Associate Director of User Experience

EPAM, Philadelphia PA

March 2014 - Present

Product research and design within a larger consultancy collaborating on teams with fellow UX designers, strategy, design, and offshore development.

### Design & Strategy

Tamman Technologies, Philadelphia PA

January 2013 - January 2014

Developed design team and strategy within the consultancy using Lean UX methods. Worked on client and internal products with a focus on iterative and qualitative design practices.

### Lead Designer

Bresslergroup, Philadelphia PA

June 2012 - January 2013

Worked alongside industrial designers to gather requirements and design tools for medical and industrial clients.

### Lead Designer

Electronic Ink, Philadelphia PA

January 2010 - June 2012

Lead client relationships in design and strategy around desktop and web applications, consumer websites and back office systems.

### Designer

PNC Bank, NA, Pittsburgh PA

July 2008 - December 2009

One of two designers dedicated to Online Banking; designed interfaces for online and mobile banking products across various markets. Listed as co-inventor on 3 patents issued from time with PNC including Income Analysis Tools for Wealth Management (#8,606,674 #8,374,940 #8,321,316)

### Student

Carnegie Mellon University, Pittsburgh PA

May 2008 QPA 3.42

BFA Design

BS Human Computer Interaction

## Favorite Methods

Contextual Inquiry

Participatory Design

Design Strategy

Design Validation

Design Workshops

Whiteboard Sessions

Gamestorming

Landscape Analysis

LeanUX

## Presentations & Publications

### UX Research: Practical Techniques for Designing Better Products

Co-Author with Brad Nunnally, Published with O'Reilly November 2016

### Heuristic Evaluations: Beyond the Academic Review

UXify 2016, Infragistics, Cranbury NJ

### Improvised IA

World IA Day Richmond, 2016, Richmond, VA  
Midwest UX 2015, Pittsburgh, PA

### Support UX

GIANT Conference 2015, Charleston, SC

### Silver Linings: When building a team fails

Pro/Design, 2014, Nasdaq HQ, NYC

### The F Word... Fail

IA Summit, 2013, Baltimore, MD

### Interaction Design Through Mixology

Midwest UX, 2012, Columbus, OH  
IxDA DC Local Chapter, 2012

## Activities & Organizations

### PhillyCHI Member

PhillyCHI, Philadelphia's local SIG CHI chapter  
Vice Chair, January 2011 - December 2011  
Member, February 2010 - Present

### IA Summit Conference Committee Member

IA Summit 14 Social Media Team Lead, June 2013 - April 2014  
IA Summit 12 Social Media Team Lead, July 2011 - April 2012

### IxDA Member

Interaction Design Association Member, April 2007 - Present  
Redux Workshop Co-leader, March 2011 - April 2012

### Johnny Holland Magazine

JohnnyHolland Magazine, johnnyholland.org  
Writer/Contributor, November 2008 - May 2011

## Common Deliverables

Behavioral Specifications

Wireframes

Functional Specifications

Workflows

Heuristic Evaluations

Personas

Product Roadmaps

Scenarios