

**Creative.
Advocate.
Leader.**

I am a passionate campaigner for creativity. I have a proven track record of accomplishing award winning experiences by directing and mentoring my team, and by influencing business partners to adopt a more inspiring vision.

I am a zealous advocate for the user. I want to deliver experiences that meet the needs and desires they don't even know they have. I also believe that excellent digital experiences must take the next step beyond usability, and leverage beauty, to deliver delight.

My personal leadership style is to empower and encourage ownership of what the team does. Every designer thinks differently, and they need to be able to express themselves in their creative endeavors, even in digital media.

**User Experience
Manager
(Enterprise)**

Alaska Airlines :: 2016 to present

- Recruit and build a User Experience team focused on Enterprise apps
- Promote advocacy for high quality employee digital transformation
- Partner with Inflight, Airport and Pilot work groups to gain knowledge and understanding of their processes and needs as team members
- Identify and begin work on initial Airport related apps for CSAs. Initial research found a way to save \$24MM or more per year for the business
- Produced initial studies in removing paper manifests to Pilots before takeoff

**Mobile Design
Manager
(Consumer)**

Alaska Airlines :: 2015 to 2016

- Recruited and built the user experience discipline at Alaska Airlines
- Set a high bar for customer advocacy in digital experiences
- Partnered across teams to create a consistent customer experience across mobile, kiosk and airport digital displays
- Direct and produce the UX design of the first app for Flight Attendants
- Consult, direct or design apps for CSAs in the airport
- Awarded the 2015 WMA Best Travel App and Best Flight App for Android
- Earned the Applause best app in flight for the 3rd year in a row

**Lead Mobile
UX Designer**

Alaska Airlines (consultant through Murphy & Associates) :: 2014 to 2015

- Set the customer experience standards behind the UX and visual redesign for the iPhone app: the only 5 Star iOS app in the flight industry
- Directed the user research, prototyping and design for the Android app
- Developed cross team collaboration in our interactive digital environments
- Consistently lead teams to the airport to do in-person customer research
- Awarded 2014 WMA Best Travel App and Best Flight App for iPhone

**Creative Director
and Principal**

High Gear Creative, LLC :: 2012 to 2015

Independent creative consulting agency focused on identity design and branding solutions, UX design for mobile and web, and creative marketing campaigns.

- UX design for iOS and mobile web, ecommerce, and responsive web sites
- Visual design for logos, rebranding efforts, style guides and brand management
- Online and print marketing campaigns, art direction and consulting
- Clients include: Microsoft, Windermere Real Estate, Kinesis Corporation, AIM Consulting, Fluid Process Engineering, and Haddad & Partners

**Creative Director,
Creative Services
Manager**

ShareBuilder/ING Direct/Capital One :: 2000 to 2012

- Directed the brand experience (and multiple rebrands) across product and marketing channels for the nation's 6th largest online brokerage
- Built and led a multi-disciplinary team of UX and Visual designers, production, copywriters and project management
- Responsible for 3 complete redesigns of the ShareBuilder.com web site
- Introduced the innovation of responsive web design for marketing landing pages and microsites
- Advocated user-centered design approaches and methods
- Accomplished 700% increase in site marcomm click-through rate
- Partnered with ad traffic team to increased paid banner ad click-thru rate by 50%, including optimizing microsite conversion
- Developed a resourcing plan to reduce costs by over \$300K annually

Additional work experience available upon request.

- **Bachelor of Arts in Fine Arts** with a Graphic Design emphasis, Washington State University
- Continuing education: Diversity training, Diversity and Inclusion Summit, UX Advantage Conference, SVC Mobile design, Flash, Photoshop, InHOWse Design Conference, project management, leadership training, team development, and mentorship training