

**Creative.
Advocate.
Leader.**

I am a passionate campaigner for creativity. I have a track record of award-winning mobile experiences because I build and encourage my teams to be great, and by influencing stakeholders 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.

**User Experience
Manager
(Enterprise)**

Alaska Airlines :: 2016 to present

- Recruit and build a User Experience team focused on the digital transformation of the airline operation
- Advocate for high-quality employee software experiences
- Partner with Inflight, Airport and Pilot leadership to understand their processes and needs as discreet workgroups, and as an overall team
- Our initial research found a way to save \$24MM and more per year for the business focusing on Customer Service Agent interactions with flight crew
- Produced initial studies and recommendations removing paper manifests and provide digital to Pilots before takeoff - saving time and money

**Mobile Design
Manager
(Consumer)**

Alaska Airlines :: 2015 to 2016

- Recruited and built a better 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
- Produced the experience and visual design of the Flight Attendant mobile app
- Art directed the rebrand work for customer digital experiences
- Awarded the 2015 WMA *Best Travel App* and *Best Flight App* for Android
- Earned the Applause *Best App In Flight* for the third 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, user experience for mobile and web, and creative marketing campaigns.

- UX design across multiple digital experiences, including mobile and ecommerce
- Promotion of user-centered approaches to problem solving with clients
- 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

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 for user-centered design approaches and methods
- Proved a 700% increase in site marcomm click-through rate
- Partnered with ad traffic team to increase paid banner ad click-thru rate by 50%, including optimizing microsite conversion
- Developed a team 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: UX Immersion 2017 (UIE), Diversity training, Diversity and Inclusion Summit, UX Advantage Conference 2016, SVC Mobile design, Flash, Photoshop, InHOWse Design Conference, project management, leadership training, team development, and mentorship training