

## OVERVIEW

Experienced visual/UI/UX designer, skilled in leading remote teams and driving innovation. Adept at human-centered design, accessibility, and performance optimization to enhance user experiences. Proven track record in team growth, brand consistency, and project success.

## EMPLOYMENT HISTORY

Senior Web Manager UX/UI, NanoString Technologies

*April 2022 – present*

- Led execution of web initiatives, driving web engagement and conversion metrics based on business needs, data, and insights.
- Provided strong UX/UI leadership and design system refinement to improve brand consistency across media.
- Recommended and implemented strategies for improving website performance, SEO, and accessibility.
- Collaborated with remote, cross-functional marketing, creative, and product management teams to define project scope, requirements, scope, and deliverables.
- Improved website engagement rate by over 11 percentage points and session duration by over 20%.

Co-founder and Visual/UX Design Lead, Cornershop Creative

*June 2012 – April 2022*

- Founded and grew agency from 3 to ~30 staff members and revenues to \$2m over the course of 10 years.
- Hired and managed a geographically distributed team of designers, developers, and QA personnel.
- Developed data-informed processes for efficiency and best practices.
- Led end-to-end (discovery, ideation, UX, and visual) design process and delivery of products, websites, and web apps for multiple platforms.
- Provided art direction, UX guidance, and technical mentorship to junior designers.

Senior Web Designer, New Signature

*October 2009 – June 2012*

- Conducted discovery interviews with clients and client end users, and generated recommendations documents guiding project build-outs.
- Led discovery interviews, crafted wireframes, and presented creative.
- Implemented custom Drupal and WordPress themes in html/css/javascript/php.

## SKILLS & TOOLS

### PROTOTYPING & DESIGN

Figma  
Adobe Suite  
Axure RP  
Whimsical  
Wireframing  
UI design  
UX design  
Visual design  
Design system refinement

### WEB DEVELOPMENT

HTML5  
SCSS  
jQuery & Vanilla JS  
PHP  
WordPress  
git  
WCAG 2.1 compliance  
LAMP stack admin

### LEADERSHIP

Remote team management  
Hiring & training  
Cross-functional facilitation  
Creative problem-solving

### PRODUCTIVITY

Slack  
Miro  
Google Suite  
Microsoft Suite  
Smartsheet  
Monday.com  
macOS

## EMPLOYMENT (CONT'D)

### Design+Development Lead, Firefly Partners

*October 2009 – October 2010*

- Led client discovery processes via phone, questionnaire and in-person meetings.
- Developed sitemaps, wireframes, prototypes and finished designs for a variety of clients.
- Coded page templates, wrappers, behaviors, etc. in html/css/javascript.
- Implemented designs on a variety of CMS platforms, incl. Drupal, WordPress, and Convio.

### Creative & Technical Manager, Free Press

*June 2003 – June 2008*

- Created and iteratively enhanced custom, dynamic website CMS built in PHP.
- Handled all front-end coding of websites and applications, including information architecture, HTML, JavaScript, CSS and third-party API interactions.
- Designed organization-wide brand and campaign and conference identities to a complete range of collateral, including websites, ads, business cards and brochures.
- Shaped online communications strategies, copyedited outreach and marketing materials.

## EDUCATION

Bachelor of Fine Arts in Graphic Design, Iowa State University, Ames, IA

Graduated with Honors and with Distinction

## ACCOMPLISHMENTS

- Presented “Stop Redesigning Your Website and Start Evolving It” at Netroots Nation 2020.
- Presented “Accessibility: Beginning the Journey” to WordCamp Sacramento 2018.
- Contributed two patches to WordPress Core, as well as other work to related projects
- Developed, art directed and launched *Bacon Wars*, a tabletop game published by AEG in 2015
- Designed+developed site named the People’s Choice Webby Award, 2007, Activism Category
- Appeared as a contestant on *Who Wants to be a Millionaire?* in 2005