



EXPERIENCE

Wide Eye / Creative Director (Interactive)

2021-Present

- Led the design and strategy for a LGBTQ+ healthcare provider directory product, recruiting 2k+ providers and generating 5.5k referrals in first 90 days.
- Reimagined the UX, messaging, and application funnel for Merit America, resulting in a 77% increase in applicant conversions.
- Doubled the size of the design team in 10 months, upskilled two designers to director level, established user research best practices, and hired a design operations manager to streamline agency operations. Managed a ten-person team.
- Responsibilities include strategic development, user research, product design, UX, and content strategy for digital products and websites.

Threespot / Interactive Creative Director

2013-2021

- Redesigned the medication assistance application process for the PAN Foundation, reducing application time by 15% and increasing qualified applicants by 27% in one year.
- Collaborated with two agencies to develop the UI/UX for the first provider application/payment submission product for The Centers for Medicare and Medicaid's Quality Payment Program, modernizing reimbursement for healthcare providers.
- Led strategic planning, user research, UX, and design for digital products and enterprise-level websites for the USO, Animal Legal Defense Fund, and Natural Resources Defense Council. These projects respectively increased e-mail sign-ups by 238%, new audience visits by 436%, and donations by 15% one year post-launch.
- Responsible for strategic development, market and UX research, design, content development for brand identities, websites, digital products, print collateral, videos, e-mail campaigns, and social media campaigns. Managed a nine-person team.

Manifest Digital / Senior Art Director

2011-2013

- Collaborated with two startups develop their brands, SaaS products, and marketing strategy for Manifest's start-up incubator.
- Managed a four-person design team. Established agency-wide design production process guidelines, departmental procedures for creative in Agile development, and responsive web guidelines.

Isobar / Senior Designer

2011

- Developed the UI/UX for Bloomberglaw.com, Bloomberg's award-winning legal research product that sped up legal discovery for attorneys by 30%. Scaled the experience to a native mobile application.

Moniker Creative / Principal

2007-2010

- Managed design and UX development for Rust-Oleum's online social community, Paintideas.com, and launched a successful national online marketing campaign that doubled membership.

Hoffman York / Art Director

2003-2007

HONORS

FastCo. Design Company of the Year 2022

Webby Honoree Education 2020

Webby Award Law 2019

Webby Nominee Government 2017 Social 2016

Gold Stevie Winner B2B 2013

Graphis Advertising Annual 2009

Luerzer's Archive 2007

INVOLVEMENT

AIGA DC Vice President 2017 - 2020

Columbia College Adjunct Professor 2010 - 2013

Chicago Portfolio School Instructor 2003 - 2007

EDUCATION

IDEO University Leading for Creativity Certification

Chicago Portfolio School Art Direction, Master's Certification

Marquette University BA in Advertising and Sociology