



## Experience

### Owner/Operator

#### Hit The Deck Vintage and Fuzzy Headphones

Successful multi-platform online marketplace reseller with 22+ years experience selling vintage goods, music, toys, books and trading cards, managing all aspects of the businesses: sourcing, inventory mgt, marketing, fulfillment, P&L mgt, and accounting

Feb 2002 - Present

### Experience Design Lead — Freelance, Remote

#### Memorial Sloan Kettering, New York, NY

XD Lead for Telemedicine 2.0 Platform, MSK Direct

Apr 2020 - Jun 2023

### Lead UX Designer — Freelance, Remote

#### Wongdoody, New York, NY

Citibank: UX design strategy for dashboard pilot program

Feb 2019 - Nov 2019

### Sr. UX Design Consultant — Freelance, Remote

#### LG Ad, New York, NY

UX and journeys for U.S. e-com rollout

Oct 2018 - Apr 2019

### Lead UX Designer — Freelance, Remote

#### iCrossing, New York, NY

Adobe, City National Bank, Bridgestone: User testing and design/sitemap optimization

Oct 2017 - Dec 2018

### Sr. UX Designer — Freelance, Remote

#### Rebellion, New York, NY

Dell: sales enablement and partner program platforms

June 2017 - May 2019

### Lead UX Designer — Freelance, Remote

#### MRY, New York, NY

Alcon, J&J: UX and IA for multiple products within Alcon's digital ecosystem, IA, UX strategy and design for J&J

Feb 2016 - Mar 2017

### UX Director — Freelance, Remote

#### Infusion, New York, NY

M&Ms, Samsung, SunTrust, ZAGS!: UX for M&M kiosk, SunTrust Microsite design, UX for ZAGS! site redesign

May 2015 - Mar 2017

### Sr. UX Designer + Strategist — Freelance, Remote

#### we are experience, New York, NY

American Express: Co-design workshops, heuristic evals, user tests, synthesis and analyses across multiple markets

Nov 2013 - Jan 2016

### UX Designer (Freelance & Staff)

Various Boston & NYC Agencies: Arnold, JWT, Mullen, Publicis, Socialistic, SapientNitro

Jun 2008 - Jan 2014

## My Startup

### Founder and Chief Experience Officer

#### Operation Pancakes, Portland, ME

Building digital solutions for online resellers throughout the sales workflow to increase sales, manage costs, streamline listing and fulfillment, and maximize income tax benefits

Sept 2022 - Present

## Expertise

User Research

Journey Maps

Service Blueprints

Process and User Flows

Wireframing

Rapid Prototyping

Test Plans & Script

Writing

User Testing

Light Content Strategy

Information Architecture

Site Maps

Requirements Gathering

Heuristic Evaluations

Competitive Analysis

User and Stakeholder

Interviews

Workshop Facilitation

Spec Documentation

## Tools and Software

Sketch, Figma, Dovetail,

Miro, Maze, Optimal

Workshop, Survey

Monkey, UserTesting,

UserZoom, Lucidchart

Jira, Rally, Trello

## Education

### B.S. Interactive Media Design

The New England

Institute of Art

Boston, MA

Jan 2007 - May 2009