
SUMMARY OF QUALIFICATIONS

- Over 10 years in software product development with expertise in user experience design, user research, user interface development and product management
- Strong background in management and experienced team lead for user experience and cross-disciplinary roles
- Successfully led, coached and integrated Agile Methodologies (Scrum and Kanban) for several teams
- Public speaker for several UX, UI Development and Marketing conferences and invited guest lecturer for the University of Minnesota for the Master of Science in Software Engineering Program
- Able to successfully adapt to constantly changing project goals in a deadline-oriented environment
- Excellent problem-solving skills and able to effectively communicate with management, team members and clients

WORK EXPERIENCE

User Experience Manager and Research Lead

March 2016 - Present

Optum/UnitedHealth Group, Phoenix, AZ

- Elicits voice of the customer through various user research methods including interviews, usability tests, heuristic evaluations, card sorting and eye tracking
- Collaborates with product owners and development teams to create strategic product roadmaps that encompass iterative research and design to improve usability and inform requirements
- Meets with management, marketing and product teams to market and sell facilities and research
- Responsible for operating, maintaining and marketing user research labs in Minneapolis, Detroit and Boston
- Speaks at conferences and trade-show booths to market the labs
- Responsible for training all user researchers on lab equipment and operation
- Responsible for managing our outside vendor relationships to include recruiting, gratuities and scheduling
- Primary responsibility for research facility design and build. Works closely with the facilities team to ensure we remain within \$350K budget

User Experience Manager and Product Owner

June 2014 – March 2016

Optum/UnitedHealth Group, Phoenix, AZ

- Created and communicated the mission, vision and roadmap for \$2M Optum User Interface Toolkit (UITK), a platform for efficiently creating software applications, currently used by more than 40 Optum products
- Led technology rewrite and redesign from Legacy toolkit to Next Generation architecture (Java J2EE to Angular 2.0)
- Facilitated regular Customer Advisory Board meetings with consumers and business partners to get input
- Responsible for regular communication to stakeholders and business partners of product backlog prioritization and status
- Created detailed, well written user stories with actionable and testable requirements
- Accountable for determining features and enhancements for each release based on business need, customer feedback and market research
- Responsible for on-time and on-budget product releases
- Worked with development team to ensure acceptance criteria was met for each release
- Full management responsibilities of a team including User Interface Developers, Accessibility Analysts and Business Analysts
- Mentored team members to understand their career aspirations and aligned them with business needs and opportunities for skill development
- Implemented Accessibility best practices and achieved WCAG AA Certification for our platform
- Successfully implemented brand standards and responsive mobile design in all aspects of the platform
- Consulted with consumers regularly to understand their applications, needs and how they used our platform
- Collaborated with other User Experience teams to build design patterns, reusable components and provide design recommendations
- Created and piloted an open source initiative to encourage additional contributions to our platform
- Coached the team to utilize Agile methodologies and follow Scrum and Kanban best practices

Senior User Experience Designer

June 2013 – June 2014

Optum/UnitedHealth Group, Phoenix, AZ

- Ensured a cohesive modern aesthetic and clean look/feel in all design elements affecting our web and mobile commercial software portfolio while ensuring the brand attributes were consistently represented
- Worked closely with key product stakeholders to create standards and guidelines for our product teams
- Conducted industry research to follow best practices in interaction design
- Designed interactive components that could be used by multiple products across the organization
- Performed heuristic evaluations on various products to enhance usability, aesthetic appeal and overall user experience
- Created and led a User Interface Development Community of Practice to establish standards and guidelines for HTML, CSS, and JavaScript as well as Mobile and Desktop applications

Senior User Experience Designer

Jan 2013 – June 2013

DriveTime, Phoenix, AZ

- Provided input as a cross-functional team member to define the overall user experience strategy, product roadmap and user-centered design processes
- Subject matter expert on selecting the appropriate User Experience solution and defining the vision of the end-to-end user experience
- Developed user scenarios, task flows, wireframes, and mockups to effectively conceptualize and communicate detailed interaction behaviors and high-level design strategies
- Conducted ongoing research to include interviews, cognitive walkthroughs and field studies in order to fully understand the needs of the users
- Designed web and mobile experiences from initial concept, storyboarding and layout to design and hand-off to development, guiding through to production deployment
- Provided CSS that assisted development in creating exact replicas of approved designs

Senior Web Developer

Sept 2012 – Dec 2012

Medicis Pharmaceutical Corporation, Scottsdale, AZ

- Worked closely with Marketing, Product Management and Outside Vendors to enhance existing applications, design new and engaging applications as well as provide an enriching user experience
- Adhered to strict approval, validation and deployment processes
- Designed, built and deployed email marketing campaigns
- Built websites using the latest technologies to include ASP.NET, C#, HTML5, CSS3 and jQuery
- Worked with third-party API's such as ExactTarget and Strikelron
- Created best practice standards and guidelines for team members and outside vendors to adhere to

Senior User Experience Designer

Jan 2012 – Aug 2012

Sage Software, Scottsdale, AZ

- Lead designer for the Sales Customer Relationship Management division, Sage SalesLogix
- Redesigned aspects of the product to enhance look and feel, improve usability and incorporate Sage branding
- Worked closely with Product Management to ensure that new features and enhancements met the needs of customers
- Fixed front-end defects throughout the development cycle, coding in HTML5 and CSS3
- Enhanced usability and process flow of existing software features
- Worked closely with Development, Quality Assurance, Documentation and Customer Support team members to resolve design issues during development cycles
- Key member of the mobile branding initiative for Sage North America creating brand standards and guidelines to ensure that Sage branding is consistent and best practices were used

User Interface Developer

Mar 2008 – Dec 2011

iPay Technologies, Elizabethtown, KY

- Served as lead designer for several complex online bill payment systems as well as administrative systems
- Responsible for multiple projects managing project timeline, project scope, contributing design and development enhancements
- Created interactive video sales demos for online bill payment products using Adobe Captivate. Saved the company over \$25,000 in outsourcing costs and generated sales leads through use of the demos
- Developed conceptual wire-frame, visual mock-ups and prototypes
- Developed high-fidelity interactive prototypes, using ASP.NET and C#, for demonstration of concepts to upper level management and sales team
- Developed, documented and translated detailed technical specifications
- Implemented creative design concepts while maintaining design standards and usability
- Designed mobile solutions for the iPhone and iPad as well as for smartphones, utilizing jQuery Mobile, HTML5 and CSS3
- Consistently displayed creative thinking and input to improve current products and develop new business resources
- Worked with the interface team to design and implement multiple online bill payment products utilized by more than 1.2 million subscribers

Multimedia Programmer

Oct 2007 - Mar 2008

Northrop Grumman, Radcliff, KY

- Programmer for Adobe Flash based distance learning courses utilizing ActionScript 2.0
- Worked closely with a team of graphic artists and management to ensure product exceeded customer expectations
- Implemented and tested courses for SCORM 1.2 and SCORM 2004 conformance
- Received conformant testing results from ATSC (Army Training Support Center) in both SCORM 1.2 and SCORM 2004 courseware
- Tested in multiple environments to include ALMS, SABA Sandbox and SABA CVS
- Built a distance learning training environment for student based course validation using an open-source learning management system

Webmaster

May 2004 - Oct 2007

MPRI L-3 Communications, Radcliff, KY

- Lead designer/developer for multiple Army Recruiting and company websites
- Managed graphic design team providing design input, leading customer exploration meetings and promoting skill development
- Designed and implemented distance learning training facilities and courses using learning management systems and content management systems
- Responsible for handling IT aspects of the company to include the setup of initial computers, and the solving of networking, software, hardware and printing issues
- Worked closely with co-workers to establish integrated solutions, web designs and IT implementations
- Created print layouts, job fair exhibit designs, quarterly newsletter and brochure designs

EDUCATION

Master of Science, Human Computer Interaction

Expected Graduation 2017

Iowa State University, Ames, Iowa

Bachelor of Science, Computer Information Technology

2006

Western Kentucky University, Bowling Green, KY

CERTIFICATIONS

- Certified SCRUM Product Owner (CSPO), Scrum Alliance (2014)
- Professional Certificate, SCORM 2004 course completion

PROFESSIONAL AFFILIATIONS

- Member of Association for Computing Machinery (ACM) Special Interest Group on Computer Human Interaction (SIGCHI)
- Member of User Experience Professionals Association (UxPA)
- Member of Interaction Design Association (IXDA)