

PROFILE

Currently looking for an environment to make an impact in User Experience by utilizing my unique background in both Human-Centered Design Thinking and Software Development. I'm looking for a long term environment where I can continue to learn and grow. I'm currently freelancing and teaching part-time at RIT and MCC while organizing Upstate UX, a design organization I started for Rochester User Experience professionals.

Most recently, I taught at RIT to deaf and hard-of-hearing students on the topic of Accessibility UX and Human-Centered Design. In January 2019, I'll begin instruction and facilitation for IDEO certification courses. My goal is to enable anyone in Rochester with any experience level with an interest to attend the free nine-week course at RIT to get their first industry certification from IDEO, a global design leader and trailblazer of human-centered design.

With my product design work, I take a lot of pride in my ability to efficiently coordinate across departments and problem-solve with my team to find efficient solutions to complex business and user needs. I'm passionate about what can be accomplished with rapid iterative development, agile methodology, and human-centered design and the impact it can have for not only our products, but also for our customers.

EMPLOYMENT HISTORY

FREELANCE INDEPENDENT WEB DESIGN AND DEVELOPMENT – 2010-PRESENT

It's been really valuable for me to keep freelancing in order to continuously build a steady stream of experience with varied technology in web design and development. By working with lots of very different clients, I encounter a lot of really interesting design challenges that I would never encounter in larger organizations. Most of my work involves web development for Wordpress and other content management systems and developing design documents like personas, storyboards, business plans, launch schedules, competitive assessments and product strategy work.

MIRRORSHOW MANAGEMENT – INTERACTIVE DESIGN – 2017-2018

I work to create unique memorable experiences that companies use to represent themselves and their product at trade shows around the world. Since this is a smaller company, I've had the opportunity to "wear many hats" and find interesting ways to use my human-centered design principles solve design and business challenges. I was responsible for the design and development of experiences with interesting bleeding-edge technology and creating one-of-a-kind technology solutions.

CONSULTANT IN UX AND SOFTWARE DEVELOPMENT – 2013-2017

XEROX – UI/UX INTERACTION DESIGN – 2015-2017

Hired via Comforce as UI Design specialist at Xerox in Webster, NY in the Experience Design Group. I worked to shape the user experience across the product's web and mobile interfaces as well as the product's onboard touchscreen UI. While there I was certified in Luma's "Innovation Through Human-Centered Design" program to lead many valuable processes (such as persona development, user research, and ideation and brainstorming processes for stakeholders) to translate strategy, business requirements and usability best practices into best-in-class digital experiences.

I was involved in every stage from wireframes and storyboards, building and user-testing prototypes at various levels of fidelity, and eventually oversee the implementation and development of the features in the product itself. I was also responsible for all design and functional documentation of my products including style guides and layout guides, user experience standards, and keeping everything current and consistent across platforms in a rapidly-changing large-scale development environment with shifting priorities and timelines.

APPLE – UI/UX DEVELOPER – 2013-2014

Hired via Infosys Ltd. to be a UI/UX consultant at Apple Inc. in Cupertino, California. I was responsible for the design and development of several new product UI, with a focus on rapid prototyping and web applications development. Primary focus in front-end development and design, as well as technical product management.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY – INFORMATION TECHNOLOGY 2014

Concentrations in UX/Interaction Design and Web Design/Development

CERTIFICATIONS AND ASSOCIATIONS

UPSTATE UX

I founded UpstateUX.com for designers, developers, and students to learn, teach, and collaborate in the Rochester area. We do workshops, conferences, networking events, Q & A discussions, professional development training and general community outreach. My goal is to see this group of amazing design professionals scale beyond the limits of what I can accomplish out-of-pocket.

LUMA INSTITUTE'S "INNOVATION THROUGH HUMAN-CENTERED DESIGN"

Topics of Focus include: Leading a Culture of Innovation, Brainstorming, Problem Framing, Rapid Iteration and Product Testing, Prototyping, Ethnographic Research, User-testing and Interpretation.