

DIGITAL DESIGN • USER EXPERIENCE • ART DIRECTION

Highly motivated creative professional with over 18 years of experience in digital design and management in the e-commerce industry. Passionate about improving the interaction of products through research, design, and usability. Inspires and motivates others by bringing positive energy and fun to projects, while ensuring deadlines are met.

EXPERIENCE

EXPRESS 2022 - Present

UX MANAGER

Accountable for leading UX, IxD, and Product teams supporting customer-facing web/app platforms, as well as in-store associate-facing apps. Aligned with leadership on business priorities to create Customer Experience roadmap. Responsible for the delivery of all customer/associate-facing projects and enhancements.

Accomplishments:

- Lead UX team responsible for research, strategy, and scope setting for all customer experience projects/features on both web and app platforms.
- Managed IxD designer accountable for growing and maintaining Atomic Design System
- Managed eCommerce Product Manager/Owner responsible for Program Increment planning and delivery of all customer experience projects.
- Started/led cross-functional Conversion Rate Optimization team focused on increasing various KPIs.

Root Insurance 2020 - 2022

SR. UX MANAGER

As creative lead over 3 web domains, I supported the building, scaling, and sustaining of the CMS for two domains. My team worked in a fully agile scrum framework. I strategized the content approach, customer experience, customers journeys, oversaw the creation of new landing pages, provided SEO support, and supported all conversion rate optimization tests across the web.

Accomplishments:

- Lead 2 designers and 2 copywriters focusing on site creation, maintenance, and testing.
- Managed the design direction on experiments that led to a cumulative \$5.6 mil in additional Direct Written Premiums.

LBRANDS 2014 - 2020

SR. UX MANAGER

Responsible for day-to-day management of highly productive UX team for a multi-billion dollar brand. Provided functional oversight on multiple high profile and demand driving projects. Work included a range of new functionality and user flows across eCommerce and mobile platforms.

Accomplishments:

- Managed 5 UX Designers across eCommerce and Loyalty mobile platforms.
- Led UX team in re-platform of website from eBay to Salesforce Commerce Cloud.
- Strong & collaborative working relationships with cross functional partners to ensure creative integrity is maintained throughout the process.

ART DIRECTOR

Responsible for providing art direction and oversight for a team of 3 web and app designers. Managed and delivered best-in-class work for both the web and Loyalty teams.

Accomplishments:

- Art Directed BBWs first ever Loyalty App, including UI and creative design
- Conceptualized, storyboarded, and created still & video content for the Loyalty App

SR. WEB DESIGNER

Responsibilities included creating seasonal marketing campaign creative aligning with brand strategies. UI & creative style guide creation & coaching of jr. designers.

RESOURCE AMMIRATI 2012 - 2014

DIGITAL DESIGNER

Accomplishments:

- Designed award-winning order ahead mobile app for Wendy's Inc.

EDUCATION

The Ohio State University

BACHELOR OF FINE ARTS

- Web Design and Digital Video
- Cum Laude Graduate - GPA 3.7

TOOLS

EXPERT

Adobe Creative Cloud
Microsoft Office
Miro
Invision

PROFICIENT

Figma
HTML/CSS
Confluence/Jira

FAMILIAR

Sketch
After Effects
Salesforce
BazaarVoice

SKILLS

Web/App Design
UX Research
User Testing
Competitive Analysis
Journey Mapping
User/Product Flows
Wire-framing
Prototyping
Visual Communication
Usability/Focus Groups
Agile Development
A/B Testing - CRO

ACCOMPLISHMENTS

- Newsweek America's Best Loyalty Program 2021-2024 Express Insider
- Resource Ammirati Orbi Award for Building the Culture
- Columbus AMA Design Award for Wendy's Mobile App 2014
- Bee Keeper at the Rothenbuhler Honey Bee Research Lab
- Completed 2,175 mile Appalachian Trail

OTHER INTERESTS

Making memories with my family, leather working, tooling, sculpture, woodworking, backpacking, camping, music, guitar, cycling, motorcycling, cars