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**Wanderful Media – Design Lead**

*September 2012 – present*

At Wanderful, I am leading the design of a new breed of online discovery shopping through the mechanism of a responsive website, a universal iOS app, and a hybrid Android app. I am building a small design team where I function as manager and UX designer, reporting to the Executive Vice President of Product. While throwing my usual mix of design and writing at the challenges we face, I also plan and conduct user focus groups, industry feedback groups, and usability testing for rapid, iterative design.

**Coupons.com – Senior User Experience Designer**

*November 2010 – August 2012*

Took a “graphic design” department and introduced research and testing-based UI design methodologies. Oversaw user experience across several mobile platforms (including iOS phone/tablet & Android phone/tablet), a website with approx 8 million unique visitors per month, and a direct email list of 10+ million. Designed and tested UI improvements and new products for web, email, mobile, and Facebook in coordination with Marketing, Client Services, and Product Management.

**Cisco – Visual Designer NMTG**

*August 2010 – September 2010*

Adapted Cisco’s style standards for the ANA Network Vision desktop application. Incorporated stakeholder input with interaction design wireframes for final UI look and feel.

**FriendFinder Networks – Senior User Interface Designer**

*November 2008 – June 2010*

As a member of a 3-person team, designed and refined the UI and UX of more than 10 websites supporting 30+ million highly active international members using social-networking tools for dating, photo/video uploading & sharing, blogs, groups, search, collaborative filtering, a message center, and more. Participated in product design (with the Director and the VP of Product) and rapidly produced mockups to aid the decision-making process as well as move toward a final approved high-fidelity mockup to be passed on to development teams. To produce a successful design, combined as needed: research, copywriting, IA, UX design, UI design, and usability testing. Fireworks for rapid, high-fidelity mockups, and Dreamweaver for HTML, CSS, and JavaScript (DHTML) prototyping.

**YouSendIt – Senior User Interface Designer / User Experience Advocate (contract)**

*April 2008 – August 2008*

With a popular (7 million+ users) web application for sending large digital files, promoted user-centered design with executive and engineering teams. Designed or participated in the UI design of a Facebook widget, iPhone app, a major version upgrade of the desktop software (Yousendit Express), as well the product ideation and visualization (flat mockups from Photoshop/Axure as well as clickable HTML/JavaScript prototypes) for the next version of the web application, including collaboration and file management as new features.

In response to requests from Netflix, re-designed the Corporate Suite version of the app from the ground up with new features and completely re-vamped IA and UI. Conducted usability testing (creating goal-based scenarios, recording sessions, and presenting results to the executive team) and wrote the web application portion of the company style guide.

**San Jose City College – Adjunct Faculty | Language Arts**

*Sept 2002 – October 2010*

Night school instructor in upper-level English writing courses teaching critical thinking skills and effective formal writing strategies.

**Creative Strategies – Usability Analyst**

*Dec 2002 – April 2008*

As part of this strategic technology consultancy, assisted client companies from start-ups to industry leaders such as Palm and Microsoft with product development initiatives using user experience analysis, usability testing, lab testing of product interactions, and user surveys for consumer electronic devices and apps including

home networking/media/gaming devices and mobile gaming; as well as web applications including social networking sites and tools, SaaS products such as Zoho, as well as a range of eCommerce solutions. Also actively assisted in some clients' business planning, including strategic advice and business plan writing/editing.

**UpCast – Director of User Experience** (hands-on)

Jan 2001 - Jun 2002

Designed and coded the v2.0 WebQ Portal interface - a proto-Web 2.0 portal for business collaboration, supported by HP Labs. This was a Python/MySQL app which included all the modern features of social networking and the read/write web including a drag and drop user-customizable interface, dynamic page creation, media capture, etc.

**eLance – Site Development Production Manager**

Nov 2000 - Jan 2001

Managed a 7-person team of writers, web developers, and web designers supporting the 50,000+ users of eLance's online services marketplace. This was a dynamic, interactive, creative team. The best. I also acted as the project management lead in 2-5 cross-departmental web development projects per month - usually improving user experience by integrating third-party widgets.

**WebAgencies - Director of Internet Production/Creative Director**

May 1999 - Oct 2000

With two other founders, designed & developed one of the first full-featured web applications for creating self-service, large, functional websites for independent insurance agents. Solo, designed and coded the user interface & wrote/edited the text using Photoshop, Flash, Dreamweaver, HomeSite, HTML, CSS, and JavaScript for both the application and the corporate site.

Supervised the developers (in the US and Russia) using JScript, ASP, C++, IIS, SQL Server, UNIX, and Perl. Later in the company history, hired and supervised local graphic and web designers as well as a technical writer.

**Myers Internet Services - Senior Project Manager**

Sept. 1998 - May 1999

Coordinated the production of over 65 website projects for independent mortgage brokers as the sole contact between the customer, the design department, and the technical support division. Once the salesmen had a signed contract, shepherded each project through specs, design, implementation, and launch. Some particulars in the assistance were design considerations (color, layout, information architecture, cost/benefit estimations of useful website features, copy editing) as well as SEO (Search Engine Optimization) considerations in strategic keyword selection, keyword text, meta-tags, and search engine submissions.

**Bachelor of Music Degree** (Production and Engineering), Berklee College of Music, Boston 1994

**Master of Arts Degree** (English), Sonoma State University, Cotati, CA 1998

**Master of Science Degree** (Human-Computer Interaction) *candidate*, Iowa State University 2013

**Other Skills/Interests:**

*Recording engineer, mixer, producer, guitarist, songwriter*

**Dogs Don't Care About Magnets** is my first CD of original music written and recorded in my home studio (released January 2010).

*Writing*

web copy, lyricist, novelist (first novel, **Crush**, released in 2010).