

S U M M A R Y

Design professional with over 15 years of online experience in the eCommerce space and consistent ability to take a project successfully from initial concept development through implementation.

E X P E R I E N C E

- 2020 - present
Senior UX Designer
Shutterfly
Lead UX designer for Account and User services (Social sign in, account preference center etc), contributor to the Design Ops, which includes the maintenance of the Design System and WCAG Accessibility requirements on Desktop, mWeb, and apps.
- 2015 - 2020
Senior UX Designer
Snapfish
The UX team was a lean team of 6 members by the time HP sold the company back to District Photo, but we were efficient and the shift opened up opportunities as the company underwent an extensive reorg. I focused on Service Design, Customer Journey Mapping and UX research while continuing to create page flows gate keeper of specifications and site guidelines.
- 2005 - 2015
Art Director
HP
When Snapfish was acquired by HP, we expanded quickly to over 100 employees and I was promoted to Art Director, managing a team of 5 designers dedicated to launching in over 11 countries. We designed web app, product flows and marketing promos as I established the first website guidelines and specifications, followed with making the site responsive for 2.0
- 2003 - 2005
Interaction Designer
Snapfish
Snapfish was a start-up with less than 25 employees with 1 designer when I joined the company. I had the opportunity to design all the website apps, digital/print marketing, and Partner photo sites for Costco, Walgreens, CVS, and Walmart.
- 1997 - 2002
Art Director
Classroom Connect [acquired by Harcourt]
End-to-end involvement from concept development through production of web interfaces, print ads, books, catalogs, media kits, package design, posters, and tradeshow signage. Highpoints were unifying the marketing collateral to align the uncoordinated product lines and establishing a creative asset program to account for over 840,000 image and audio assets.
- 1996 - 1997
Design Lead
Creative Publications [acquired by McGraw-Hill]
Designed major components of MathScape [an innovative 53 book middle school math program] and then directed a 12-member design team to implement the look and feel throughout the entire series. We delivered 53 books to the annual Florida educational board for statewide review, ahead of schedule.
- 1995 - present
Graphic Designer
Freelancer
Clients included Wunderman (GUI and direct mail collateral for Apple Computer, American Express, and Novell), and others.

E D U C A T I O N

1990-1994
California College of the Arts, San Francisco, CA
BFA Graphic Design with Distinction

S K I L L S
Sketch, Invision, Photoshop, Illustrator, InDesign, Microsoft apps, Jira, accessibility requirements, and Design Systems.