

20 years of end-to-end experience design and strategy for web, mobile, desktop and embedded systems

- Proven user experience leadership through entire product design life-cycle
- Experience building and extending UX standards, UI pattern libraries and frameworks
- Specialist in large and complex systems and platforms
- Strong, consistent voice for user experience in challenging business environments
- Effective design communicator and presenter
- Successful teammate and collaborator with design, business and technology partners
- Extensive experience with user research, metrics and feedback gathering

Areas of expertise: finance, treasury management, foreign exchange, user administration, reporting, compliance/security, search, user and account setup

Interest areas: information graphics, scalable interfaces, platform design, user research, visual design, accessible design, UCD techniques, photography, audio, consumer electronics

Recent Employment History

UX Lead, U.S. Bank - San Francisco, CA 2017-2019

UI/UX "team of one" designer, strategist, researcher for wealth management CRM

- Designed user experience strategy and user interfaces for scalable customer relationship group functionality
- Designed UIs for sales pipeline workflows with emphasis on platform consolidation and re-usability
- Designed reusable UI patterns and microinteractions
- Worked with product and technology partners to define and develop user stories
- Managed user review of concepts, in-progress designs and acceptance testing
- Collaborated with product owners and business owners to inform UX strategy and plan agile sprint schedule across simultaneous work-streams
- Designed reusable Salesforce Lightning components

Senior UX Designer, Wells Fargo - San Francisco, CA 2008-2016

User experience lead for wholesale administrative web application

- Designed UX strategy for product design, development, UX resource allocation and deployment with technical teams, internal service teams and product partners
- Designed responsive, scalable administrative application to add features, improve customer time in system and reduce service calls with new work-flow to increase modularity, reduce external dependencies and integrate with legacy platforms and off-line processes
- Acted as user advocate during requirements development, business validation, customer interviews, UCD exercises, technical review, persona development, vendor evaluation and executive review
- Collaborated with internal BPM team and vendor to ensure consistency and compatibility
- Supported 11 rounds of user feedback gathering using paper prototypes, basic prototypes and production code

Software

Photoshop
Illustrator
InDesign
Fireworks
Adobe Xd
Sketch
Visio
OnmiGraffle
Acrobat
Axure
Dreamweaver
Microsoft Word, Excel and PowerPoint
JIRA
Bugzilla
Confluence
Version One
Salesforce

Previous Employers

UI Designer, EFI
Foster City, CA 2003-2004

Design and UX Consultant
2001-2003

Designer, Return Path Inc.
San Francisco, CA 2001

UI Designer, Evite.com
San Francisco, CA 2000

Designer, AltaVista
Palo Alto, CA 1999-2000

Junior Designer, Zero.In
San Francisco 1997-1998

Designer, Pacific Digital
Image
San Francisco 1996-1997

Senior UX Designer, Wells Fargo (continued)

User experience lead for wholesale foreign exchange web application

- Designed FX application incorporating advanced trading features to support end users, co-banking partners and internal users
- Designed custom UI component for currency selection that became enterprise standard component
- Managed deliverable review and distribution with vendor technology team
- Collaborated with business and technical partners to design UI alongside business requirements

UX designer for custom front-end responsive web and mobile framework

- Designed global navigation for Wells Fargo wholesale portal to support responsive mobile strategy, reflect updated enterprise branding and reduce technical dependencies
- Designed responsive file upload tool, type-ahead filtering tool and session/window management standards
- Participated in overall framework review, governance, accessibility validation and research

Team mentoring, support and training

- Designed conceptual “vision” materials to support overall UX strategy
- Led presentation skills workshop, information graphics workshop
- Acted as subject matter expert for foreign exchange, administration, search patterns, information graphics and more
- Helped develop internal standards documentation and deliverable formats

Senior UI Designer, Hotwire - San Francisco, CA 2007-2008

Member of cross-functional design team supporting travel website

- Designed UX strategy for travel deals site including competitive analysis, technical analysis and conceptual design
- Designed interfaces for hotel search and travel deals features, built prototypes and supported live A/B testing for various features
- Designed research artifacts and constructed usability test plans

Senior UI Designer, Splunk - San Francisco, CA 2006-2007

Solo designer for enterprise log analysis/metrics tool

- Designed interfaces for Version 3 of Splunk software including interactive timeline and faceted search UI
- Worked directly with UI development team in creating and refining prototypes for customer validation

Senior UI Designer, Check Point - San Francisco, CA 2004-2006

Lead product designer for ZoneAlarm family of windows security software

- Designed interfaces for ZoneAlarm software features
- Developed design strategy for Windows platform updates
- Planned, recruited for and performed market research and usability testing

Standards/Platforms

Salesforce Lightning (SLDS)
CSS 3
HTML 5
WCAG 2
MacOS
iOS
Windows
Android

Recent Training

User Experience:

Presentation Skills (led)
WCAG Accessibility
Axure
User Centered Design
Lightning Design System
Designing Custom Lightning Components

Business:

Agile/Scrum methodology
Effective Meeting Management
Crucial Conversations

Financial:

BSA/AML/OFAC
FRAND Best Practices
Protecting Customer Data
Dodd-Frank Compliance

Education

University of California, Santa Cruz - BA, Psychology, 1998

Relevant Coursework:

Consumer Behavior
Social Influence
Intergroup Relations
Organizational Psychology
Cognitive Processes
Sensory Perception
Research Methods
Statistics,
Computer Art and Graphics
Advanced Computer Art Studio
Digital Arts Media
Book Arts