

Over 12 years of experience creating innovative interactive experiences across multiple platforms

## Objective

Obtain a lead role in which I can combine my problem solving ability and UI design experience with my team leadership skills.

## Awards

NYTimes Punch Award, 2012  
NYTimes Publisher's Award, 2011  
NYTimes Publisher's Award, 2010  
INMA: Ad Sales & Promotions, 2010

## Education

California Institute of the Arts  
BFA, Graphic Design, 2003

## Clients & Brands

DirecTV  
BuzzFeed  
The New York Times  
Times Square Visitor's Center  
Starbucks  
Comcast  
Cablevision  
AT&T  
Panasonic  
Sony  
XBox  
Blockbuster  
LVMH  
MTV  
A&E  
NFL Network  
Style Network  
Target

## Platforms

Web  
Mobile  
Set-top box & IPTV  
Web videos  
On-air broadcast graphics

## Experience

### DirecTV / AT&T

*Principal Interaction Designer, 2015 - present*

Leading the redesign of the entire set-top box experience. Collaborating on UX design decisions.

Leading interaction design for NextGen products. Establishing a unified interaction design system through motion and transitions for many platforms and OS's across 10-foot, tablet, web and mobile. Assisting the Senior Manager of UI Design on NextGen products. Communicating ideas and points of view to Directors, team members and vendors. Establishing hardware and software requirements for NextGen set-top boxes.

### BuzzFeed

*Director of User Experience, 2013 - 2015*

Worked with developers, product managers and another UI designer to design the UX and UI of an internal-facing dashboard for BuzzFeed Video. It displayed a range of social engagement data from 5 video platforms, including YouTube and Facebook.

Designed video-specific pages for buzzfeed.com that aimed to raise awareness of BuzzFeed video series and allow binge watching.

Created web videos that attracted millions of YouTube views. Established and staffed the Graphics Team — myself and 2 illustrator/animators. Each of us created one video per week for BuzzFeed video that explored identities and situations through animation.

### The New York Times - R&D Ventures

*User Experience Manager, 2012 - 2013*

Designed Ricochet, a content marketing platform, from the ground up.

Drove the product development, UI and UX design for Ricochet and Cascade, a twitter analytics platform.

Designed UX wireframes and pixel-perfect UI designs.

Worked within an Agile / Scrum environment. Helped front-end developers and contractors adhere to the product vision and hit milestones. Worked with product managers to collect and respond to customer feedback and prioritize feature requests.

### The New York Times - Marketing

*Sr. Art Director / Creative Director, 2009 - 2012*

Completed the Times Manager Excellence Program.

Oversaw and approved all digital and print campaigns for the department. Managed a team of freelance and staff designers. Made resource recommendations and recruited new talent, from digital production managers to Art Directors.

Encouraged and released a fresh revamp of NYTimes marketing materials.

Created the Innovation Portfolio for the Times sales force and presented the site to groups in excess of 200 people throughout the company.

Designed and produced a walk-through multi-media exhibit in honor of the 10th anniversary of 9/11. The exhibit won a Publisher's Award.

### Panasonic Viera Cast

*Freelance Designer/Animator, UX Consultant, 2009-2010*

Designed the widget-based UI and UX for Panasonic's first IPTV platform.

Guided the project from concept to completion, side-by-side with Panasonic executives.

### Schematic

*Motion Director/Art Director, 2003-2009*

Specialized in designing/animating immersive, advanced UI's and exciting, account-winning prototypes, including on-air graphics, OTT, IPTV, set-top box, touch screen, web and mobile experiences.

Built and managed the Advanced Interaction Group. We produced rapid prototypes in After Effects which guided design, tech development and helped sell ideas to clients.

Spoke on a panel on the future of TV at BBH in 2008.