



I have over 25+ years of success as a business and technology leader delivering exceptional digital products and experiences for companies like Disney, Haxan Films, Marvel, Walmart, and the SciFi Channel. I lead and mentor high-functioning, geographically diverse teams through the entire life cycle of product development from strategy to delivery. My user experience knowledge combined with my Agile training allow me to deliver digital products faster and cheaper, without sacrificing quality for the end user.

EXPERIENCE

• Orlando Utilities Commission

Sr UX Designer/Architect | Aug 2013 - Present

At OUC, I lead current and future product and experience design efforts for all internal and external customer facing digital experiences by championing an environment of collaboration, openness, and honesty. I currently manage the user research, human centered design, and development practices that help teams build products and services for our customers. It's through an Agile lense that my team is able to deliver products and services at a much higher rate, shortening product cycles from 2 years to 6 months. One key to maintaining this speed is by leveraging available data to understand the problem to implement incremental measurable solutions.

• The Walt Disney Company

UX Designer/Lead Digital Producer | Jan 2006 - Aug 2013

I successfully utilized a \$2.4m+ budget to manage stakeholders and creative teams in designing award winning digital experiences for the Disney Vacation Club brand. I led digital experience design and implementation of micro-sites like the launch of the Aulani resort, the DVC Vacation Booking System and the yearly Disney Vacation Club cruise. My estimation of resources and scope for the \$4m+ DVC Booking Engine within a 5% variance allowed me to design and lead the development of a streamlined custom content management system with a focus on maintainability. Using an Agile framework, I built and led a small team to plan Sprint cycles that maintained cadence with the development team.

• Promo Only Inc.

Sr. Creative Director/MTV Experience Manager | Jul 2001 - Jan 2006

As the MTV Experience Manager I implemented a strategy that included video content grouping, BPM alignment, artist collaborations, and color theming that aligned with an artist and their musical style. Additionally, I developed and orchestrated the implementation of a large scale production workflow to deliver more video segments in less time. This involved breaking the work effort into phases and measured the throughput of each phase. Inspired a team of designers to push the boundaries of beat mixed video while adhering to a consistent stylistic standard.

• Haxan Films - creators of "The Blair Witch Project"

Creative Director/Experience Lead | Jul 1998 - Jul 2001

Co-developed and led the experience strategy and execution of all "Heart of Love" physical and digital products and experiences. Managed a team of designers and writers to build multiple online campaigns. Co-developed the experience strategy for all Sundance 2001 festival appearances and press opportunities. Collaborated with the core Haxan team on product design, media delivery strategies, and viral marketing campaigns.

SKILLS

- Product Strategy
- Design Management
- Agile Software Development
- Interaction & Visual Design
- Motion Design
- Prototyping
- Process Improvement

TOOLS

- Pencil & Paper
- Figma, Sketch, Invision
- Photoshop, Illustrator, After Effects
- Atlassian Jira + Confluence
- Google Analytics
- HTML5 CSS3, JS
- Salesforce
- Cinema 4D

ACHIEVEMENTS

- UCF BFA. - Graphic Design
- Certified SCRUM Master
- Certified Product Owner
- IDEO - Human Centered Design

ORGANIZATIONS

- AIGA Member
- SIGCHI Member
- IAI Member
- IXDA Member