

USER EXPERIENCE, DIGITAL PRODUCT DESIGN AND TEAM-FIRST LEADER

who takes initiative with more than 10 years of experience delivering creative, user-centric and enterprise solutions from vision to market. After building an in-house product design team, I most recently led operationalizing customer research for eCommerce retail brands.

I'm a proactive leader with an affinity for the brands I serve, who has built trust and credibility to enable the rise, partnership and design-forward thinking approach throughout organizations. Strong ability to be nimble and adapt to deliver on time while keeping a team energized and focused to accomplish the mission of the organization and meet customer needs with cohesive, user-friendly end-to-end solutions.

/ WORK EXPERIENCE

CRATE AND BARREL BRANDS

MANAGER, UX STRATEGY & RESEARCH

ECOMMERCE

JULY 2019 - PRESENT

- Lead a high-performing Customer Research team with a staff of one full-time researcher and ongoing cross-functional partnership
- Increased customer research studies by 25% in first year of standardized operations, including the strategy and active engagement of a 5,000+ member customer panel while introducing new tools/methodologies
- Expand research practices to sister brands (Crate and Kids, CB2) leading to meaningful user-centric experience improvements and shared alignment around customer needs
- Develop and maintain enterprise customer journey framework to lead cross-functional workshops identifying gaps, opportunities and testing strategies
- Host collaborative workshops to craft alignment, build customer journeys and a shared vision among stakeholders, executives and working teams, creating efficiencies and focus throughout projects such as Crate Renew
- Influence multi-year strategy and PMO roadmaps for co-dependent digital services and technical infrastructure across eCommerce, stores, strategy, marketing and technology by-way of stakeholder workshop series
- In partnership with the CX Task Force and independently lead discoveries providing actionable recommendations and execution strategies to alleviate customer pain points
- Manage performance and provided growth opportunities for staff development while also serving as a mentor for colleagues across disciplines

/ AREAS OF EXPERTISE

- Design and Creative Team Management
- User Experience Strategy
- Design Thinking
- User Research (Moderated/Unmoderated)
- Cross-Functional Workshop Facilitation
- Brand Strategy and Development
- Product Development and Evolution
- Coaching and Talent Development
- Integrated Systems
- Agile Development
- Visual Design
- Integrated Marketing
- Project Management
- Process Development and Implementation
- Agile Product Development
- Collaboration and Relationship-Building

LIFE FITNESS BRANDS: FITNESS EQUIPMENT MANUFACTURER

SENIOR MANAGER, USER EXPERIENCE DESIGN

GLOBAL DIGITAL PRODUCT

SEPT. 2016 - JULY 2019

- Promoted from User Experience Design Manager
- Built, managed and grew the first in-house UX/UI team, fostering talent development and international team collaboration among a full-time team of six
- Led user experience strategy across a digital portfolio of experiences on web, console interfaces, mobile app for 16,000 connected gyms hosting 11.2M monthly connected workouts in 137 countries

- Interpret and translate product requirements and integration needs to develop concept diagrams, user scenarios, task flows and innovative product design
- Directed product design strategy of industry first B2B2C SaaS platform, using multiple international third parties integrations, launched in 6 countries and 5 languages
- Managed first in-house user research program using a variety of methodologies to drive user-centered design solutions in support of growing digital product demand
- Directed established UX standards, UI infrastructure for consistent UI language, patterns, international and translation best practices and research protocols
- Facilitated cross-functional design thinking workshops, contributing to shared vision across stakeholders, internal and external, and drive prototype development
- Evangelist for cross-functional collaboration leading to design partnership with software development, QA, industrial design, biomechanics and product management
- Hosted team design challenges, hackathons and other skill development programs to support talent growth

BRAND INTEGRATION STRATEGIST

LIFE FITNESS: GLOBAL CREATIVE SERVICES JUNE 2013 - SEPT. 2016

- Promoted from Graphic Designer
- Directed brand strategy for Life Fitness and Hammer Strength, core team member
- Developed and implemented comprehensive brand positioning, pillars, guidelines, resources, workshops and training to ensure global brand consistency across digital product and marketing experiences
- Managed UX/UI contractors for software design
- Extended reach beyond traditional creative services to lead the UI redesign for the patented Discover SE3 console interface
- Led user/brand experience continuity across the relaunch of multiple websites while accounting for technical features and limitations

PROJECT & CLIENT MANAGER

DOEJO: UX STRATEGY, WEB/APP DEVELOPMENT OCT. 2012 - JUNE. 2013

- Managed and provided art direction to IA/UX and visual design while writing user stories to guide web/iOS development teams
- Hosted discovery sessions with clients to understand business goals and strategize deliverables within scope and budget
- Analyzed and improved project processes, including estimation and project proposals by creating the postmortem process

CREATIVE SERVICES MANAGER

CHICAGO WOLVES: AHL HOCKEY TEAM JUNE 2008 - OCT. 2012

- Promoted from Graphic Designer
- Managed four-person in-house creative team, eliminating all outsourcing
- Directed creative, photoshoots and 1,400+ projects per season through integrated marketing campaigns across digital, print, in-arena and broadcast
- Analyzed ChicagoWolves.com to increase ticket sales and SEO positioning using content curation and back-end metadata
- Launched and curated integrated fan engagement for social platforms

/ EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Marietta College, Ohio

Aug. 2004 - May 2008
Summa Cum Laude

UX CERTIFICATION

Nielsen Norman Group

Feb. 2021, ID: 1038566
Management Specialty

/ RECOGNITION

DELTA CUSTOMER OF THE YEAR AWARD

Alida, Crate Idea Lab
Customer Panel

October 2020

PATENT AWARD: US D813,883 S

Exercise Equipment
Display Screen with
Graphical User Interface
(Discover SE3 Console
Display)

March 2018

/ EXTRA CURRICULAR

- Brunswick Women's Leadership Council
- Employee Wellness Ambassador and Group Fitness Lead

/ GUEST SPEAKER:

- Informa Connect UX Research & Insights Summit
- Hotjar Lightning Talks
- Challenges Women Face in UX Design, UX in ATX
- IIT Institute of Design
- Robert Morris University
- Miami University of Ohio
- George Mason University