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SUMMARY

A driven designer/design director with a rare eye and highly developed interdisciplinary bonus skills

BACKGROUND Visual and UX design for enterprise, early-stage, and SMB companies; B2B & B2C

APPROACH Clear & compelling, on-brand and connecting, user-focused, appropriately obsessed

SKILLS

- Expert visual and UX design for apps/web/print; Adobe CC, HTML 4-5, CSS, JQuery
- Positive design team leadership built around education, support and collaboration
- Marketing management & consulting: a focus on consumer value, authenticity and relationships
- Content consulting: Messaging, online and offline copy writing
- Instruction/training/mentoring
- Highly efficient production and agile sprint support

AWARDS & DISTINCTIONS

- *Key contributions to win of Microsoft Windows 8 Mobility Growth Partner of the Year, 2013*
- *UN World Food Programme app design won Microsoft Partner of the Year Award, Public Sector, 2012*
- *Media kit content & design won Suburban Newspapers of America Award, Self-Promotion, 2004*
- *Numerous Washington Newspaper Publishers' Association Awards every year, 1999-2004*

WORK

SENIOR UX DESIGNER & VISUAL DESIGNER Avalara Inc., Bainbridge Island, WA; 2013-present
Visual design lead for the next-generation product experience/UI; UX design, creation of product style guide; User research projects, SME interviews, and Product collaboration

CREATIVE DIRECTOR iLink Systems Inc., Bellevue, WA; 2011-2013
Added to below responsibilities: Oversight of design of UX team deliverables

KEY PROJECTS

Numerous apps for Windows 8, Mobile Acceleration Week designer for Windows Phone
Lead designer for NORAD Tracks Santa Windows apps & website redesign (22M+ visitors), 2013
Lead designer for UN World Food Program Situational Awareness multi-platform application, 2012

SENIOR DESIGNER iLink Systems Inc., Bellevue, WA; 2011-12
Added to below responsibilities: **Team driver of visual design education and excellence**, providing review, training, and mentorship to meet the business goal of improving UX services value

CREATIVE DESIGNER iLink Systems Inc., Bellevue, WA; 2011 (March through August)
High-impact innovative visual and UX design systems in partnership with Microsoft or directly for some of the world's leading companies: Sites and applications for the web, desktop, mobile, and touch devices used by customers, partners, and employees

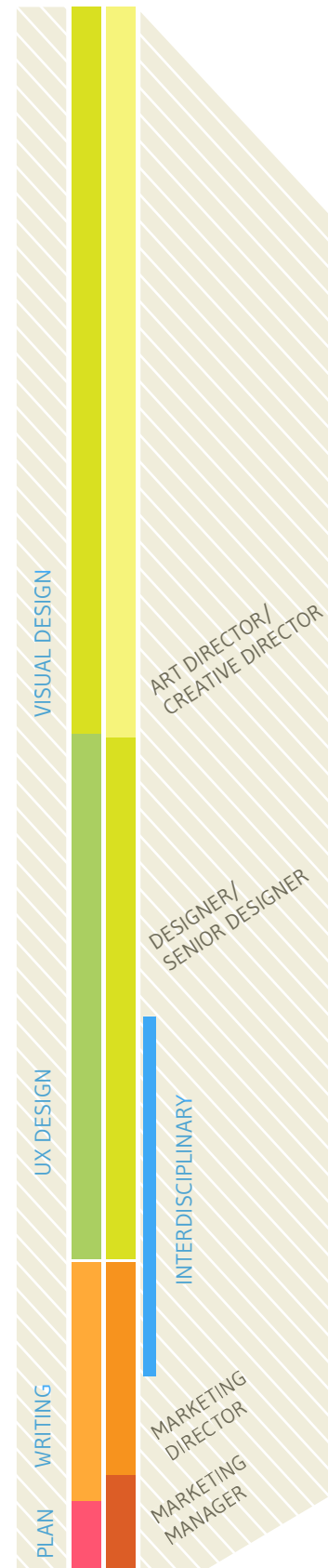
DESIGNER II Microsoft Office 365, Microsoft (contract via Collabera), Redmond, WA; 2010-11
Go-to authority for visual design specs and liaison to dev. **Design, authorship, and production of UX Guidelines** sites and materials; design and production of UX components

MARKETING & CREATIVE DIRECTION Somatic Vision, San Diego, CA; 2009-11

Somatic Vision is a leading developer of biodata-enabled games and software tools on several platforms

Online community site design, design and production of sales support materials, product screens, video screens, investor presentations, brand consultation, video direction and production management. Developed messaging across web properties, email marketing, partner sites, and product packaging — addressing discrete customer profiles (clinicians and end-users)

CAREER



USER DESIGNER Expression Group, Microsoft (contract via Aquent, LLC), Redmond, WA; 2008-09

Recommendations for enhancements adopted into Blend 4. **Greatly increased attendance at voluntary meeting** with weekly presentation and documentation of findings to Expression PMs, feature crew, and UX specialists. Created Adobe import files for Test with real-world integrity

MARKETING DIRECTOR ivi, Inc., Seattle, WA; 2008-10

ivi innovated the first legal, scalable, and secure Internet platform for live TV delivery, enhanced with a fair business model

Positioning via SEO-sensitive messaging across web properties, print collateral, and investor docs. Developed high-value, scalable first-year marketing plan and marketing roadmap. Built relationships with industry media, **attracting GigaOm Network editorial, private beta with Gartner analyst**; Web:ivi.tv, blog.ivi.tv

MARKETING & CREATIVE DIRECTOR JDL Digital Systems, Inc. (Airship DVR), Bellevue, WA; 2006-08

JDL is a \$3M developer of OEM and branded solutions for digital video

Created a brand identity, website & communications that enabled a startup to attract attention in a field crowded by multinational incumbents. Developed a comprehensive marketing plan. **Attracted independent analyst validation** through relationship-building and social media, strategic partners through comprehensive partner and through-partner marketing. **Increased organic category search rank** through SEO and article-marketing; Web: AirshipDVR.com, jdlds.com — Blog samples: weblog.airshipdvr.com/2007/04/overexposed.html, weblog.airshipdvr.com/2008/03/authenticity.html

MARKETING MANAGER Morse Best Innovation, Seattle, WA; 2006

Reduced hours and number of review cycles for high-profile enterprise marketing projects. Managed change effectively for event-driven marketing for technology clients, delivering on-time with **90%+ client satisfaction ratings** (Microsoft, Intel). Managed print and copyediting vendors

OWNER AND DESIGN LEAD Atelier Daguerre dba Royaume, Bainbridge Island, WA; 2005-11

Product design and production oversight, marketing and web design/development for e-commerce retail and wholesale information sites. 150 accounts, including **Victoria & Albert Museum, Lower East Side Tenement Museum**

CORPORATE ART DIRECTOR Sound Publishing, Inc., Bainbridge Island, WA; 2003-04

Created design that won contract bid to produce the CNRNW regional Navy newspaper. Played integral role in **seamless companywide migration to a new production workflow**. Updated brand identity of key publications (420,000 homes)

CREATIVE & MARKETING SERVICES Diverse clients, 2000-12

A number of small businesses have relied on me to be their one-stop shop for cohesive and effective identity and marketing, benefiting from the cost savings, efficiency, and accountability of a single provider and point of contact. For these clients I have written, produced and maintained websites, identity, and marketing materials

SELECTED CLIENTS

Fairmont Olympic Hotel, Seattle, WA; Created a differentiated website for the hotel's catering business, which hosts and caters galas for the region's philanthropic and non-profit organizations as well as weddings, conferences, and meeting

Ravishing Radish Catering, Seattle; **Increased leads by 25% and increased revenue significantly year-over-year** in a down economy. Created brand identity and marketing material for the catering business and a wine bar /shared plates restaurant. Page 1 search for desired terms: Seattle Organic Catering, Seattle Wedding Caterer, Seattle Favorite Caterer (Web: ravishingradish.com)

TEACHING

USER EXPERIENCE — School of Visual Concepts, Seattle; June 2013-Jan 2014 (Four 5-week course sessions)

EDUCATION

Windows 8 Boot Camp, Windows 8 In-Depth UX Training, 2012-13

School of Visual Concepts, Seattle, WA — Ad Concepting; Managing Creatives; Dreamweaver; Designing for Mobile, 2001-12

BACHELOR OF FINE ARTS — SAN FRANCISCO ART INSTITUTE 1995

Parsons School of Design, Paris, France — Design, color theory, form and space, and studio art