

UX Designer & Researcher

Versatile, experienced professional with a broad range of skills – equally comfortable discussing design, business, and technology – and a flair for attentive client service.

"rare combination of artistic savvy and tech wizardry"

"creative, patient, and a great communicator"

"amazing ability to go deep on any subject, understand it fully, and then explain it verbally and visually"

CAPABILITIES **User Experience Research** – I craft studies and audits, moderate interviews, create personas, audit and analyze processes, conduct usability testing, and synthesize and visualize data and findings.

User Experience Design, Interaction Design, and Information Architecture – I create design concepts, task flows, site architectures, product requirements, and interactive prototypes with a user-centric approach based on business goals and research insights.

Content Research and Strategy – I am able to see the big picture along with keen attention to fine detail. I conduct deep content and ecosystem audits to develop strategies for site updates, content migrations, online assets management, and copywriting and editing.

Visual Design, Writing, and Production – I am creative in documentation visualizations, project reporting, copywriting, and website design and maintenance. I have strong capabilities in visual design, color, and typography. I am an excellent communicator and articulate presenter to teams and stakeholders.

Skills

Adobe Creative Suite (InDesign, Photoshop, Illustrator), Figma, Sketch, Miro, Mural, Axure, Agile workflow, Word, Excel, Powerpoint, Keynote, GSuite including Docs, Sheets, and Slides.

EXPERIENCE **UX Designer & Researcher, Interaction Designer, Information Architect**

Zephyr Interactive LLC — Kingston NY, 2004 – Present

My design consultancy provides services to a variety of agencies and businesses. Working solo, I help small business, non-profits, and arts organizations with website design, marketing strategy, social media strategy and implementation, and email marketing, drawing upon the UX research and design skills that I utilize in projects for larger companies via agencies, listed below.

UX Designer and Researcher

Tomorrow Partners — Oakland CA, 2023 – 2024

Design and research for state and city government projects for a human-centered design agency. Recent work includes a major licensing system modernization in Salesforce, using an Agile workflow, that included extensive field research, design thinking collaboration workshops, wireframing, and application and prototype designs in Figma. Output included a web properties audit, insights from one-on-one interviews, in-person user testing with interactive prototypes, and UX architecture and process flows for the design of a brand-new user portal.

- Clients include NYC Taxi & Limousine Commission, Indiana Secretary of State

UX Researcher and Designer

JC Experience Design — Brooklyn NY, 2021 – 2024

Research and analysis for a wide variety of businesses via JCXD Agency, including design thinking workshops and prototyping solutions based on research findings. Multi-industry projects included retail e-commerce, web accessibility tech tools, teacher resources, medspa, state government, and company intranets.

- Clients include Pinterest, Thumbtack, Legendary Whitetails, The Skin Center, and New York Power Authority

Interaction Designer and User Experience Researcher

Tangible UX — San Francisco CA, 2014 – 2023

UX research for Enterprise and SaaS marketing for Intuit via Tangible UX. Projects spanned the majority of Intuit's product offerings, with a focus on financial software, accounting applications, and payroll and payments solutions. Research included protocol design, moderating one-on-one interviews with internal staff as well as customer users, synthesizing large quantities of resulting data and output, and visualizing insights via infographics, reports, and presentations to stakeholders.

- I conducted similar research for Capital One, Seagate, and Macmillan Publishing

Digital and UX Producer

Kindred — Mill Valley CA, 2011 – 2014

Project management, UX design, and digital content management system (CMS) work for a branding agency's various lifestyle and retail clients. Projects included information architecture and wireframing for brand-new websites, analysis and content migration for major site updates, and social media strategy and implementation.

- Clients include: GoInterpay, Peaceable Kingdom, Galileo Learning, Camelbak, Ahnu, CravOn Fries, Schmitt Company Design/Build, Hood Thomas Architects

Project Manager and Information Architect

Jones Becker — Oakland CA, 2012 – 2017

I did UX design, information architecture, and content strategy for a branding agency's wine industry clients. Projects included information architecture and wireframing for brand-new websites, analysis and content migration for major site updates, social media strategy and implementation, and email marketing setup and training.

- Clients include: Beckstoffer Vineyards, Chappellet, Sonoma-Loeb, Dominus Estates, Lawrence Fairchild, Ulysses Vineyards

EDUCATION University of California at Berkeley

Bachelor of Arts

Fine Art and English