



Design Experience and Projects

June 2014-August 2018

SENIOR UI/UX DESIGNER (MANAGEMENT), LISTRAK

Listrak is a multichannel marketing and customer data platform. Responsibilities include unifying Listrak's UX and visual style while growing Listrak's design discipline. Effective advocacy for good design practices, setting design standards, and ensuring standards are implemented into Listrak's products was key to realizing considerable growth as well as streamlined internal processes.

- Lead designer for "Composer", Listrak's drag and drop email design tool.
 - Included Shopping Cart Abandonment, Post Purchase and Recommendations solutions that required minimal implementation effort.
 - A realized 20% increase in productivity for Listrak Managed Services through streamlined workflows and a 60% user adoption rate.
- Lead designer for Listrak's SMS Platform including broadcast, acquisition and transactional messaging use cases.
 - SMS acquisition campaigns enabled Rainbow Shops to gain 25,000 subscribers per week of which 92% provided email addresses and resulted in a 53% email engagement rate.
- Defined a Unified Visual Language inspired by material design that standardized design reusable elements using Semantic UI across Listrak's products.
 - Accelerated the end to end development cycle. Success with the VL led to a major productivity boon and revitalized design standards.
- Manage a UX/UI team of 2 and provide UI/UX guidance to a product team of 40.
- Led qualitative and quantitative research initiatives utilizing interviews, co-creation sessions, survey writing tactics to frame Listrak's product strategy and execution.

January 2013-February 2014

DESIGNER/DEVELOPER, ANDCULTURE

AndCulture is an experience design firm delivering best in class digital, brand and service experiences that resonate with users and solve business challenges.

- Lead designer for OUYA's marketing and eCommerce experience resulting in a 100% spike in sales.

July 2009-October 2012

DESIGNER, CHURCHILL STRATEGIES

Churchill Strategies has shaped the political landscape through non-profit organizations and federal, state and local political campaigns.

- Lead designer for SamRohrer.org a gubernatorial candidate from Pennsylvania. Sam Rohrer gained 32% of the vote after being projected to retain 2%-3%.

November 2008-May 2009

DESIGN CONSULTANT, TAIT TOWERS

A world leader in quality staging and scenery for the touring entertainment industry.