

I am a User Experience leader who for 20+ years has been spearheading and collaborating with multidisciplinary teams to discover, design and develop compelling, effective, user-centric web-based solutions across a variety of industries.

I have successfully applied my expertise to a broad range of solutions, from marketing websites, to large-scale content publishing platforms, to data-driven SASS applications with complex visualizations geared towards consumer and business audiences.

My competencies include collaborative ideation, information architecture, wireframing, documentation, user-testing, interaction design, UI/graphic design and UX-implementation oversight. I am a huge advocate for 'mobile-first' design and Lean UX methodologies. From discovery, to ideation, to development, my mantra is to keep the user central to the entire lifecycle of the process.

In my current job as a UX Senior Manager, I have played a central role as the embedded UX lead in a variety of projects and agile teams, working with stakeholders, product owners and developers to ensure the greatest possible impact of the user experience. I have helped to hire, onboard, coach and develop junior designers to become productive contributors to their respective product teams.

## **STRENGTHS**

- Specialize in UX/UI design across a wide range of industries, use-cases, and form factors.
- Experience collecting, analyzing and documenting user-based research. Experience with user testing on both live web applications and prototypes of varying fidelity.
- *Excellent* interpersonal and communication skills; able to tease out consensus from a diversity of stakeholders; cool under pressure. Able to translate technical concepts to a broad audience.
- Solid understanding of content strategy and its role in good architecture.
- Superb writing skills: experience writing proposals, requirements, presentations, messaging and design briefs, research reports, etc.
- Extensive experience creating iterative UX deliverables such as personas, user-flows, sitemaps and wireframes in a wide breadth of fidelities ranging from hand-sketches to highly interactive prototypes.
- Good grasp of design standards for iOS device environments; adept at designing within and for varying technological and contextual user constraints. Expertise with *Mobile First* and *Responsive Design* concepts.
- Good understanding of the web development process: front- and back-end web technologies and best practices. Can code HTML/CSS and design with the limitations of these technologies in mind.
- Have created, contributed to and utilized design systems.

## EXPERIENCE

**PwC Digital (Boston, MA)**  
Senior Manager, User Experience

February 2015 – Present

*With PwC Digital I design data-driven applications across a variety of sectors, including but not limited to Insurance, Aviation, Cyber Security, Risk Assurance, Legal, Energy, and Healthcare.*

### **My role includes:**

- Engaging with cross-vertical teams of managers, business analysts, industry SMEs, and analytics experts to design interfaces that merge UX best-practices with state-of-the-art data visualizations. These prototypes provide a framework for telling stories around specific use-cases, datasets, business processes and goals, eventually serving as the de facto source of truth for the front-end development of the applications.
- Leading requirements sessions with the goal of designing apps that yield powerful insights from our clients' various data sources. The goal is to help them to make better business decisions around such subjects as digital transformation, capital investment, and various process-improvement initiatives.
- Working with data specialists to create powerful, easy-to-grasp visualizations that exhibit the right "signals" from their data and suggest actionable outcomes.
- Lead the UX implementation oversight and work with remote development teams in an agile process to ensure a quality implementation of our app designs.
- Onboarding, overseeing and coaching any junior designers assigned to my projects.

**Ingenta (Oxford UK)**  
User Experience Lead

September 2012 – February 2015

*Served as the senior UX Architect of this international content solutions company based in the UK. Specializing in the academic sector, Ingenta covers the publishing process from end to end with advanced enterprise production systems, audience development and content delivery software and services.*

- Provided UX leadership on both domestic and international accounts, formulating and overseeing all aspects of UX strategy, design and documentation, implementation and quality assurance.
- Gathered and analyzed business, data, design, and technical requirements. Formulated actionable UX efforts to ensure an optimal user experience across multiple channels and contexts.
- Designed and/or enhanced the software's information architecture and UX; provide detailed visualizations in the form of wireframes, sitemaps, style-guides, interactive prototypes and other technical documentation.
- Led UX/IA design efforts to re-architect desktop-based platform as a responsive, device-agnostic web-based solution.
- Conducted and analyzed user feedback on an ongoing basis; made recommendations to enhance the user experience and oversee the implementation of these enhancements.

**Blue Cross Blue Shield of MA (Quincy MA)**  
UX Designer (Contract)

January 2012 – September 2012

Supported the lead IA and UX team to produce and enhance dynamic web solutions for BCBS's 2.7 million+ customers. Duties included requirements-gathering, project management, heuristics evaluations, user-testing, site-mapping and creating both low- and high-fidelity prototypes. Designed a custom KPI system for the marketing team and a dental plan comparison tool for BCBS's brokers.

**Embolden (Pawtucket, RI - no longer in business)**  
Principal User Experience and Graphic Designer

March 2000 – January 2012

Served for twelve years as lead designer/UX architect at this award-winning digital communications group. Played a vital role in growing the firm from locally-focused web design company into a full-service digital agency serving a robust roster of national clients.

- Led and oversaw Embolden's design team in the conception and creation of enterprise-level web solutions for businesses, nonprofits, foundations and educational entities;
- Led and participated in requirements-gathering efforts including interviews, brainstorming sessions with clients and the design team. Conducted competitor analyses; spearheaded client design presentations and discovery meetings.
- Created IA documentation including: user flows, sitemaps, low and medium-fidelity wireframes, content inventories, and design briefs.
- Project managed an abundance of projects: liaised with clients, managed budgets, created timelines, assigned and managed project resources.
- Translated finalized wireframes into beautiful and usable polished interfaces.
- Worked with the executive team to set company goals, internal processes, create policy, assess new hires, create development standards and branding strategies.

## PRIMARY SKILLS & SOFTWARE

**Design:** Sketch, Adobe XD, Axure, Balsamiq, etc.; **Prototyping & Development:** Invision, Miro, Zeplin, Jira;  
**Platforms:** Mac or Windows

## EDUCATION, MEMBERSHIPS & ACCREDITATIONS

- *The City University of New York*, BA in English, September 1988.
- *The American University of Rome*, International Business and Italian Culture, 1987-1988
- *HS of Art & Design*, New York, NY, 1984
- Certificate in Project Management, *Bryant University, RI*
- Member, *Boston UXPA*
- Member, *Interaction Design Foundation*