

**I am UX practitioner and user champion who for more than two decades has been helping organizations discover and design compelling, effective and user-centric digital solutions across a wide range of industries. I have worked on large-scale content-driven websites, feature-rich/data-driven web applications, and native mobile apps built for both consumers and business stakeholders.**

My competencies across the UX sphere include leading or supporting discovery/design-thinking workshops and user and stakeholder interviews; designing user-intuitive IA taxonomies; wireframing & documentation; user-testing; data visualization and interaction design. I am a huge advocate of mobile-first design and Lean UX methodologies. I also have extensive experience overseeing large UX implementations and have lead embedded UX teams alongside BAs, PMs and developers in the implementation of large application builds.

As a consultant of more than 20 years via such organizations as PwC and TCS, I have extensive client-facing experience and pride myself on making every engagement a pleasant and rewarding effort for all parties involved, all the meanwhile keeping the "U" in "UX" central to every decision.

## **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

**Tata Consultancy Services (TCS)**  
Engagement Manager

June 2021 – Current

*With TCS, I lead a team of onshore and offshore UX practitioners in developing, refining and overseeing the UX implementation of a multi-billion dollar global medical e-commerce supply company that is currently undergoing a complete overhaul of its front- and backend systems.*

### **My role includes:**

- Engaging with the client, business analysts, and front-end development team to create end-to-end user flows that align with a backlog of 5000+ design-related stories in the project management system.
- Managing onshore and offshore UX resources to efficiently execute the design backlog
- Enhancing, contributing and helping to manage an evolving Figma-based design pattern library designed exclusively for the new client web presence.
- Design screens, components, micro-interactions and animations, etc. as needed based on the established requirements.

**PwC Digital (Boston, MA)**  
February 2015 – May 2021  
Senior Manager, User Experience

*With PwC Digital I designed 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 included:**

- 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 / Publishing Technology (Oxford UK)**

September 2012 – February 2015

User Experience Lead

*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)**

January 2012 – September 2012

UX Designer (Contract)

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)**

March 2000 – January 2012

Principal User Experience and Graphic Designer

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, Figma, Axure, Balsamiq, Principle, etc.;

**Prototyping & Development:** Invision, Miro, Zeplin, Abstract, Jira

## EDUCATION, MEMBERSHIPS & ACCREDITATIONS

- *The City University of New York*, BA in English, September 1988.
- *The American University of Rome*, Int'l 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*
- *Interaction Design Foundation* - ['UX Management: Strategy and Tactics'](#)
- *Interaction Design Foundation* - ['User Research – Methods and Best Practices'](#)

## THOUGHT LEADERSHIP / WRITINGS

**My Articles:** [Bootcamp UX on Medium](#)