

I am...

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I did...

Present
since 2021

HEAD OF DESIGN

Astro Pet Health, Inc, Seattle, WA

Provide creative vision for pet health technology startup by leading product and brand design with a focus on rapid scale. Establish and document key strategic processes and practices to grow a sustainable, performant design function for the organization including culture, hiring, process, tooling, and standards. Direct execution on brand, product design, and production documentation based on foundational consumer and service provider insights.

2017-2021

LEAD UX DESIGNER

Amazon.com, Inc, Seattle, WA

As strategic, single-threaded UX owner, shepherded a global fleet of 15 About Amazon corporate communications and blog websites in six languages through two major redesign cycles. My work directly drove a 50% decrease in bounce rates for core personas. Served as creative director and product manager on Amazon's first-ever global sustainability digital experience in 2019. Design owner for performance marketing and physical activations for Amazon's 46 public fulfillment center tours sites across both North America and the EU, including improvements to top-, middle-, and bottom-of-funnel marketing; resulted in increased site traffic, decreased sign-up friction, and 35% growth in registration conversions over six months. Creative consult on major campaigns across Amazon corporate communications including earned & paid media, employer brand, and internal communications.

2016-2017

CREATIVE DIRECTOR

United Solar Challenge, Hurghada, Egypt

Creative director for 1800-km motorsport event featuring 16 international, multilingual teams and over 200 participants. Direct ownership of strategy, planning, and creative execution for in-country media team of five producers in print, merch, digital, and video/photo.

I can...

Art Direction, Brand Design, Events,
Performance Marketing UX, Physical Activations,
Product Research, Product UX

I learned...

Dunwoody College of Technology 2003-04
Graphics & Printing Technology
The Art Institute of Seattle 2007-08
Graphic Design

I know...

Adobe CS (AC; AE; AI; PR; PS); Confluence;
Flinto; Figma; HTML/CSS; Jira; Keynote; Print
Production; Sketch; Zeplin