

Employment

Director of Product Design

Appstores

(July 2011 - present)

- I worked with this energetic organization to develop a product strategy focused on driving deeper engagement with their user base, as well driving growth and acquisition of new users.
- Ideated and designed a strategy of microsites and landing pages to expand their product line and gain insight into new market segments.
- Overhauled the visual design and onboarding of their white label store product.

Senior Product Designer

isocket

(February 2010 - April 2011)

- Ideated and led both the design and project management of Buyads.com, an advertising marketplace that was extremely successful and helped land a major new round of funding.
- Redesigned marketing pages, public-facing checkout cart and customer-facing internal apps.
- Moderated usability tests to reveal UX issues and inform product strategy.

Lead Designer

Cake Financial

(March 2009 – August 2009)

- Designed Cake Premium, an app described as the Mint.com of retirement accounts.
- Received positive reviews for the design from Walt Mossberg in the Wall Street Journal.
- The company was acquired by E-Trade shortly after.
- Created a project management calendar to launch the app on a tight six week deadline.
- Moderated usability tests and compiled a UX overview presentation for all stakeholders.
- Designed external marketing pages and sales funnel.

Freelance/Self-Employed

various clients

(November 2008 - Feb 2010, April 2011-present)

- Specialized in product strategy for early-stage startups.
- UI/UX and visual design.
- User research & usability testing.
- XHTML/CSS.

Interaction Designer

Ludic Labs

(October 2007 – November 2008)

- Designed new and existing features using task analysis diagrams, personas, iterative visual prototypes and other user-centered design principles.
- Conducted usability tests in the field with sample users and created review documentation.
- Designed web pages and related creative assets using Fireworks.
- Coded web pages into HTML and CSS with Django templates.

Senior Designer

Social Media, Palo Alto, CA

(August - October 2007)

- Created prototypes, designs and markup of Facebook apps for an application network with millions of daily users.
- Projects included games, boutique sites, advertising banners and website redesigns.
- Worked closely with a cross-functional group from project inception to completion to define and create satisfying user experiences.

Designer & Flash/Flex Developer

Asterpix, San Jose, CA

(March - August 2007)

- Prototyped and built the UI for a Flash/Flex video-playing client, implemented with Fireworks, Actionscript 3.0 and Flex.
- Created website: logo design, branding, markup and Django templates.

Flash Developer

Wagerworks, San Francisco, CA

(December 2005 - March 2007)

- Created online casino games for the UK market.
- Programmed in Actionscript using OOP (prototype-based classes) and XML.
- Worked on a multi-disciplinary team of artists, Flash developers and Java programmers.

Founder/Owner

alabut.com

(October 2004 - November 2005)

- Freelanced for a year, specializing in standards-compliant XHTML/CSS and Actionscript-heavy Flash.
- Companies included design firms, advertising agencies and technology companies.

Programmer/Analyst I/II

University of California San Diego

(December 2000 - October 2004)

- First webmaster of the Division of Biological Sciences; created and redesigned division websites, using XML/XSLT for data-heavy sections; and made Flash slideshows for special occasions.
- Lead web developer for an environmental research initiative, the Superfund Basic Research Program.
- Made Flash documentaries about scientists doing environmental research and used video, audio, pictures and text to tell engaging narratives.

Education

Undergraduate: University of California San Diego, Political Science