

User Experience / Interactive / Visual Designer with more than ten years experience in web and mobile app design and front-end development, user experience, information architecture, interaction and interface design. Keen eye for details with a strong emphasis on coherent and cohesive design.

Design Thinking is a part of everyday life, and there is UX in everything.



PROFESSIONAL EXPERIENCE ~

FREELANCE – EXPERIENCE & VISUAL DESIGNER; GRAPHIC DESIGNER; PROJECT MANAGER

Poor Designs

1986 – Present : Minneapolis, MN

- Applies Product-based, User-Centered, design principles and methodologies, design thinking and philosophy
- Extensive history of digital design, pioneer of digital design and print, early adopter of the internet, digital interactive, and web design
- Performs all User Experience / UX functions: user research, content strategy and management, information and experience architecture, user interface design, visual design, usability design, studies and testing, A/B testing, site maps, user journey maps, wire frames, mock ups, working prototypes, HTML/CSS

CONSULTANT – WORDPRESS & VISUAL DESIGNER - DIGITAL GRAPHIC DESIGNER

Twin Cities Urban Squash – Beyond Walls

2015 – PRESENT : Minneapolis, MN

- Maintain WordPress website with a goal of constant improvement and keeping current.
- Reorganized information architecture and content, streamlining user flow and reducing journey impediments, continually update visual design and WordPress functionality

CONSULTANT – WORDPRESS & VISUAL DESIGNER - DIGITAL GRAPHIC DESIGNER

WK Group / VidBoox

2015 – PRESENT : Minneapolis, MN

- Designed and produced WKG and VidBoox website
- Create WordPress prototypes for numerous WKG clients
- Diagnose and rectify numerous WKG client design and production issues on a rush basis

CONSULTANT – ACCESSIBILITY AUDITOR - DIGITAL GRAPHIC DESIGNER

Accessible360

2016 – 2017 : Minneapolis, MN

- Performed all WCAG 2.0 Visual compliance testing and remediation (including color blindness) for contrast pairs, images, embedded text, alt text, text ratios
- Keyboard-only / Tab Testing Compliance
- Wrote Visual Compliance Audit results documentation and reporting section for Client Audit Reports

CONSULTANT – EXPERIENCE & VISUAL DESIGNER; USABILITY TESTING

Social Media Mobile Fusion

2013 – 2014 : Minneapolis, MN

- Mobile App Designer - User Experience & Interface Design for iPhone, iPad, and Android
- Advised on Best Practices for UX / UI design, Information Architecture, Usability and Testing



UX SKILLS ~

- User-Centered Design
- User Experience Design
- Visual Design
- User Interface Design
- Information Architecture
- Customer Experience Design
- Interaction Design
- Information Design
- Responsive Web Design
- Affordance Principles, Grid Systems
- Wireframes, Mockups, Prototypes
- Site maps, Journey Maps, Flow Maps
- Storyboards, User Stories & Scenarios
- Usability Testing, A/B Testing
- WCAG2.0 Accessibility & Inclusivity, Visual Compliance Testing and Reporting
- Agile Methodology, Lean UX
- Iterative Process & Minimal Viable Product



TOOLS ~

- InVision, Sketch
- Adobe Creative Suite
- Google Docs, MS Office
- HTML, CSS, WordPress
- MailChimp, Constant Contact
- Browser Add-ons, Plug-ins & Accessibility Websites
- Pencil & Paper, Brain



EDUCATION ~

Bachelor of Arts in Philosophy, University of Minnesota



CERTIFICATIONS ~

Certified Scrum Master, Scrum Alliance

Agile Certification, University of Minnesota



PROJECTS AND PRODUCTS ~

Access Minnesota Online – Branding; Website Design

UX & Visual Designer; Digital Graphic Designer

I was tasked with redesigning the website to make it more attractive, user-friendly, and mobile enabled. Eight years of audio programming was available only to desktop web browsers and unable to play on any mobile device. In the process I adjusted the color pallet, reorganized the information architecture and presentation structure, made the site fully responsive and converted to mobile-friendly HTML5 audio streaming technology, opening the library of content to smartphones, pads, tablets and other mobile devices.

Accessible360 – Branding; Marketing Collateral; Writing

Digital Graphic Designer

I unified the brand at Accessible360 in their early months. Using existing brand elements I created codified Graphic Standards and a unified Identity System for their many varieties of documents and applications. All the final templates were built and shared in Google Docs, which included spread sheets, presentations, proposals and documents for every department. I also wrote, and contributed to, marketing and ad copy and designed new corporate brochures and print collateral for numerous vertical markets.

South Milwaukee Performing Arts Center – Branding; Website & Brochure

UX & Visual Designer; Web Developer & HTML Coder; Digital Graphic Designer

I rebranded the organization giving it a more sophisticated look in order to better reflect the caliber of the venue itself, and the talent they presented. I designed a new logo, identity system, season brochure and website. After launch, first year ticket sales increased dramatically, rising nearly 14%. I developed the website and delivered a working prototype with all the elements except the final code. I produced the visual design, interface and page layout designs, reorganized the information architecture, coded the HTML/CSS, and tied the new identity together with design treatments and elements from the season brochure.

Wingmakers – Branding; Website Design; eBook; Investor Collateral; CD Packaging

UX & Visual Designer; Web Developer & HTML Coder; Digital Graphic Designer

I designed and created the Identity, Websites, CD Packaging and all collateral materials presented to investors and backers. Originally envisioned as a CD-ROM game, Wingmakers went on to become one of the early internet “viral hoaxes,” receiving nearly 10,000 hits in the two days after launch and generating thousands of emails and speculations as to the veracity of the story, which continue to this day. In reality, it provided a sales platform for music CDs, fine art posters and prints. I worked closely with the artist and founder to produce fake documents from fictitious government agencies, photo composites of his artwork on natural stone walls, and elaborate one-of-a-kind presentation materials for potential investors. I developed the first three iterations of the website, which led to an ebook, a spin-off website and several CD packaging designs.

PhotoCast Ltd. - Branding; Website Design; Font Creation; Marketing Collateral:

UX & Visual Designer; Web Developer & HTML Coder; Digital Graphic Designer

I designed and created the Identity, Website, and collateral for PhotoCast Ltd., a company I cofounded with a colleague who had recently purchased several drawers of vintage wood and lead type. We took hi-resolution photos of each piece of type, digitized the outlines and produced Type3 Fonts and Bitmaps for MAC and PC, hi-resolution tiff files and EPS outline files bundled into one product – almost **ten years before Adobe** unveiled the “Convert to Outlines” menu item. I developed a unique hexagonal navigation interface which played off the logo design utilizing javascript. Our promotional poster won an award at the MN AIGA Design Show that year.



UX QUALIFICATIONS ~

- Extremely User-Centered design focus
- Highly skilled in strategic problem solving, creating and presenting creative concepts, layouts, and interactive experiences
- Very strong analytic and linguistic skills, versatile design skills and technical acumen, excellent organizational skills
- Knowledgeable in human-computer interaction and analytics, user experience, interfacing, navigation and usability for interactive design
- Able to convey complex information to non-technical audiences through discerning insight into technical requirements for complex projects
- Well versed in product life cycles – from requirements gathering and analysis, to content strategy and information organization, to user experience, interface and interactivity design, usability, A/B testing and implementation
- Very highly detail oriented, self-motivated and a motivator of others
- Long history with corporations, agencies, foundations, non-profit and start-up organizations, excellent project manager and creative liaison
- Natural leadership qualities with a strong initiative to lead. Exceptional communication, interpersonal, and time-management skills
- Recognized as a crucial team member



AWARDS ~

AIGA – Award for Illustration

MN AIGA Design Show – Award for Poster Design



FILM CREDITS ~

The Mighty Ducks (Disney, 1992)

– Designed all opposing team logos

Jingle All the Way (20th Century Fox, 1996)

– Designed numerous location signage and logotypes