



SUMMARY

Product designer and UX practitioner with broad cross-disciplinary experience spanning information architecture, interaction design, visual design, and front-end implementation. Background includes agency UX, curriculum design, creative operations leadership, and end-to-end product ownership as sole founder and designer of a production-stage web platform. Equally comfortable driving product decisions and crafting pixel-level detail across the full design lifecycle.

SKILLS & TOOLS

Product & UX Design

Accessibility, design systems, heuristic evaluation, information architecture, interaction design, product strategy, prototyping, user needs assessment, user flows, wireframing
—Figma, Lucidchart

Deployment & Operations

Build optimization, environment configuration, privacy-first analytics, PWA deployment, subdomain architecture, uptime monitoring
—GitHub, Plausible Analytics, UptimeRobot, Vercel

Front-End & UI Development

Component architecture, CSS3, HTML5, JavaScript, local development environment configuration, mobile-first responsive layouts, npm package management, PWA development, React, real-time input-responsive interaction systems, Vite, Web Audio API
—macOS, Terminal, VS Code

Project, Product & Resource Management

Backlog prioritization, beta program operations, resource planning and allocation, roadmap management, solo delivery, sprint planning, team staffing and scheduling
—Asana, Float, Jira, Monday.com, Workfront, Wrike

Visual & Production Design

Brand identity, integrated marketing, OOH, packaging, print and digital production
—Adobe Acrobat, Illustrator, InDesign, Photoshop

Collaboration & Communication

—Google Workspace, MS365, Slack, Teams, Zoom

AI-Assisted Workflows

—AnythingLLM + LM Studio (local/offline RAG), ChatGPT (OpenAI), Claude (Anthropic), Midjourney

EXPERIENCE

Founder & Product Designer

Confidential Platform (NDA) | Independent
2025 – Present

Conceived, designed, and shipped a full-featured educational software platform from zero to production as sole product designer and developer, serving a dedicated niche community with a large, established user base.

- Defined product strategy, information architecture, and a tiered user path system designed to serve beginner, advanced, and instructor user groups
- Designed and implemented a proprietary adaptive learning system grounded in established pedagogy, including an audio-first training engine, a cadenced practice framework, and a real-world simulation environment
- Designed the full end-to-end UX across 20+ screens - including onboarding flows, interaction design, and two distinct UI paths sharing a single codebase - with a consistent, locked design system throughout
- Led front-end implementation from a single React/PWA code-base, designed and tested across web, iOS, Android, and desktop browsers, establishing a mobile-first, accessibility-conscious design system
- Designed real-time, input-responsive interaction systems that translate user actions into immediate, meaningful feedback for skill acquisition and mastery
- Integrated a hardware layer supporting professional peripherals, enabling authentic, real-world practice workflows
- Managed the full product lifecycle including go-to-market strategy, beta program design, marketing website, legal and privacy architecture, and a physical companion product line

UX Designer & Design Consultant

Independent Contractor
2012 – Present

UX design, information architecture, interaction design, and front-end UI work across agency, startup, and educational contexts.

User Experience Research & Design (UXRD)

UX Designer, Freelance · 2014 – 2017

- Conducted heuristic reviews and usability evaluations
- Produced style guides, brand standards, and interface design
- Delivered UX strategy and interaction design recommendations

Cengage Learning

Interaction Designer, Contract · 2012 – 2013

Designed high-fidelity prototypes and interfaces for interactive learning products in close collaboration with instructional designers and developers.

Tictaccode# (Startup)

UX Designer, Information Architect & Curriculum Developer · 2016

Designed UX and curriculum for a technology education platform for middle school students.

Lanmark360

UI Design & Digital Production · 2023 – 2024



EDUCATION

BFA Art Photography
SYRACUSE UNIVERSITYUser Experience Certificate
BENTLEY UNIVERSITY

EXPERIENCE (CONT.)

Adjunct Faculty, UX Curriculum Development

Lesley University, College of Art & Design (LUCAD)
2016 – 2019

Developed and taught online courses for the User Experience program – including Information Architecture, Typography, and Visual Communications – designing course materials, assessments, and learning progressions for undergraduate and continuing education students.

Studio Design & Production Consultant

Independent Contractor
2009 – Present

Integrated studio design, art direction, and production services across print and digital for agencies and direct clients including xxxxxxxx, xxxxxxxx, xxxxxx, xxxxxxxx, xxxxxxxx.

Select clients and engagements:

- The Harrington Agency · 2024
- PJA Marketing + Advertising · 2015–2017 & 2021–2023
- The Fantastical · 2013–2019 & 2021–2023
- TDA_Boulder · 2022
- Atlantic Broadband (now Breezeline) · 2010–2019
- Mechanica · 2010–2013
- Breakaway Innovation Group · 2012–2014
- Century Bank · 2010–2021
- Brand Content · 2014–2015

Capabilities delivered across engagements:

Brand identity, art direction, print production, digital production, advanced image editing, marketing design, OOH, packaging

Director, Creative Resources (CoLAB)

EP+Co.
January 2020 – July 2021

Led creative resource management and workflow operations across five departments and twelve sub-specialties for a high-volume agency serving Fortune 100 clients.

- Served as primary point of contact for agency-wide inbound creative production requests from up to twenty concurrent clients and internal initiatives
- Managed graphic arts group, daily workflow prioritization, and resource scheduling across Float and Adobe Workfront
- Supported talent sourcing, interviewing, hiring, and onboarding of FTEs and external freelancers
- Delivered workflow and process improvements to expand capabilities, increase oversight, and improve operational efficiency
- Collaborated with account, creative, QA, finance, HR, IT, and operations teams to maintain production standards and service levels

Studio Process & Operations Manager

Mullen
2007 – 2009

Developed and implemented studio business solutions – including a job production tracking system, an automation production framework, and an agency process control system – through stakeholder interviews, requirements gathering, user needs assessment, task analysis, information architecture, and system design.

Assistant Studio Manager

Mullen
2004 – 2007

Supervised and managed core workgroup. Hired, reviewed, and trained personnel. Developed and released relationship marketing materials within an A/B testing environment for up to twenty concurrent monthly mailings.

INDUSTRIES

Aerospace · Automotive & Transportation · Aviation · Banking & Financial Services · Consumer Products · Education · Energy & Utilities · Healthcare & Life Sciences · Hospitality & Food Service · Retail & E-Commerce · Startups & Innovation · Technology & Telecommunications