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A Look into My Approach

With my love for psychology, a passion for design, and a desire for solving problems, I have spent my entire 20+ year career building a toolkit of various skills to help make the world more usable, one project at a time.

While most people focus on one area of User Research, User Experience (UX) Design, or User Interface (UI) Development, I have taken on various contracts to learn as much about everything I can to provide the most efficient and effective, end-to-end solutions.















Using my comprehensive knowledge and extensive, hands-on experience across all 3 disciplines, I have developed a streamlined process of generating insights from targeted user types or Personas, converting them into innovative and feasible design solutions, as interactive and responsive HTML prototypes, testing with end users, revising and re-testing, all before handing off the same code that can be directly implemented in the final build.

My process eliminates the costly gaps too commonly found in handoffs between researchers, designers, and developers; maximizing efficiencies, saving countless hours of time in clarification meetings, development re-work and millions of dollars in wasted spending.

User Research, User Experience (UX) Designs & User Interface (UI) Development Highlights

- Created and implemented various Introduction to Human-Centered Design (HCD) presentations and workshops using a hands-on approach to learning each phase of the HCD process with the goal of inspiring everyone to be advocates for the end users; received overwhelmingly positive feedback.
- Compiled one of the largest sources of curated user research methods, books, articles, templates, examples and micro-learning videos from around the globe as an interactive library that I utilize on every project.
- Conducted User Research to gain empathy and understand the root cause of the problems to create innovative solutions for multiple multi-million dollar projects at CareFirst Blue Cross Blue Shield, T Rowe Price, Children's Hospital of Philadelphia, Center for Medicare and Medicaid Services (CMS) projects, and Social Security Administration (SSA), just to name a few.
- Utilize data-driven design solutions, usability best practices and heuristics to generate useful, intuitive, desirable and usable experiences.
- Since designs are only as feasible as the developer who can code it, I don't present any concepts without knowing 100% they can be implemented. After developers told me that my designs couldn't be coded, I learned how to code, and now create HTML prototypes which I use as a proof of concept for developers.
 - Can quickly make updates to HTML prototypes when presenting to Stakeholders and get immediate feedback on their suggested changes within the same meeting.
- Being able to "Design In Code", evaluate capabilities and limitations of available technologies, finding ways to expand on technologies for added capabilities, and teach other designers how to do the same, opens a world of more intuitive solutions that wouldn't be achievable without that capability.
 - Providing inline, interactive help features to keep the users on tasks vs having to leave the interface to access documentation or videos removes inefficiencies that lead to wasted time on task.
 - Inline training videos allow the user to follow the instructions while implementing the steps, in the same interface, on the same screen – no need for toggling between 2 windows.
 - Was able to implement a Learning Management Solution to generate corporate trainings by expanding the capabilities of programs we already owned including Sharepoint, PowerPoint and HTML, CSS, JavaScript to create a process a non-technical person can use to create new training content.
 - Created an interface that stakeholders can comment directly on any HTML prototypes or fully developed pages simultaneously, seamlessly and effectively.
 - All while making and testing everything as 508 compliant / accessible for those with disabilities.

Various Skills

		Prototypes	Print	Web	Video	Animation	Development
	Illustrator	☑	☑	☑	☑	☑	<ul style="list-style-type: none"> • HTML • CSS • Sass • Less • Javascript • jQuery • DataTables.js • HighCharts.js • Charts.js • Atlassian <p>Experience working with developers in</p> <ul style="list-style-type: none"> • Angular • React • Vue • Jade/Pug • Handlebars • Appian • QlikSense • QlikView • Tableau • MicroStrategy
	Photoshop	☑	☑	☑	☑		
	XD	☑					
	InDesign		☑				
	Premiere Pro				☑		
	After Effects				☑	☑	
	Audition				☑		
	Media Encoder				☑		
	Animate					☑	
	Dreamweaver	☑		☑			
	Sketch	☑					
	Figma	☑					
	WAVE <small>web accessibility evaluation tool</small>	☑		☑			
	JAWS	☑		☑			

Education/Training Background

- Co-created and Conducted Human-Centered Design (HCD) Workshops for CMS CCSQ Staff to inspire HCD Advocates to help CMS understand the process and immense business value of HCD
- SAFe 4.5 Agilist (Certified), trained a whole project on Scaled Agile
- Taught Adobe design programs (Dreamweaver, Flash, Photoshop, InDesign, Illustrator), along with HTML theory with Site Development Foundations and the Certified Internet Webmaster (CIW) program
- Human Computer Interaction Certification Course – Stanford University Online
- Certificate, Graphic Design - University of the Arts, Philadelphia, PA, December 1999
- BA, Psychology Minor, Education - Indiana University of Pennsylvania, Indiana, PA, December 1998

Experience

PLURIBUS DIGITAL – (04/2022 to Present);

Director of Human-Centered Design

Project: United States Citizenship and Immigration Services (USCIS) – User Experience / User Interface Lead for Biometrics DevSecOps (BDSO) Contract

- Meeting with stakeholders and Product Owners to gain understanding of the objectives for the projects.
- Conduct user research for the various user flows to complete tasks while capturing the baseline metrics of time on task to compare against the re-designed version resulting in time savings of up to 400%.
- Led the creation of a Design System with guidance on when, why and how to use each component or design treatment for use across multiple BDSO applications
- Creating mockups using XD and Interactive, responsive HTML prototypes to capture feedback from users to revise and re-test based on interviews and observations of pain points noticed while users were completing their tasks.
- Reviewing developers' implementations of designs provided to ensure quality control and testing for 508 compliance / accessibility

Sparksoft Corporation – (09/2019 to 03/2022);

Director of Human-Centered Design

- Created and conducted HCD Training for Sparksoft to inspire HCD Advocates and help Sparksoft understand the process and immense business value of HCD
- Developed a process to implement a Learning Management System (LMS) within Sharepoint for employees to take training courses created in-house or viewing SCORM content with customization in a way that a non-technical person can create and maintain new training materials
- Helped form the content and training interface for SAS, Cognos and CMS MIDAS Gateway to gain understanding of data available in MIDAS and how to utilize it.
- Created and conducted training for Scaled Agile Framework to get the entire project teams up to speed on Scaled Agile, the value, process, ceremonies, and technologies required to implement.
- Filmed, directed and produced videos for Sparksoft to submit to CMS to win new work as part of the latest Request for Proposals (RFP) processes.
- Designed, created, tested and maintained websites and content that enrich and optimize the exchange of information and produce effective communications for Center for Medicare / Medicaid Services & Sparksoftcorp.com

eSimplicity (01/2019 to 08/2019);

Director of Human-Centered Design

Conducted User Research, designed prototypes, tested MACPro application redesign and content to enrich and optimize the exchange of information and produce effective communications for Center for Medicare / Medicaid Services and the States that participated in Medicare State Plans.

Tantus Technologies (07/2018 to 01/2019)

Senior UX Designer

Co-designed and led Human-Centered Design (HCD) Training Workshops for CCSQ Staff to inspire HCD Advocates to help CMS understand the process and immense business value of HCD

Leidos (02/2018 to 07/2018);

Lead UI Developer for Social Security Administration (SSA) projects

- Updated components on a User Experience Framework design system, removed dependencies on jQuery so they can be implemented in any application, while meeting Section 508 compliance / accessibility.
- Helped developers with customized components to optimize the user flow in various applications
- Provided heuristic evaluations on existing applications to initiate future enhancements

Softrams (09/2016 to 02/2018);

Lead UX Designer / UI Developer for CMS Projects

- Worked as a bridge between design and development to help convert existing mockups into Angular builds when the existing developers weren't able to.
- Realized Angular was "complexity for the sake of complexity" for this implementation of a CMS project called Quality Payment Program (QPP) and worked with a lead developer to convert the entire website into Pug.
- Created HTML Bootstrap responsive prototypes for usability testing;
- Collaborated with developers to propose and implement content from my HTML prototypes into backend solutions;
- Worked directly with the client in an Agile environment to get the best type of information and innovative ideas in expressing complex content.

Lockheed Martin / Leidos (09/2015 to 09/2016);

Lead UX Designer/UI Developer

- Reviewed the clients' needs for a new portal interface for the National Data Warehouse and other redesign requirements to remain Section 508-compliant / accessible.
- Conducted heuristic evaluations of the existing reporting system and made optimization recommendations
- Created wireframes with Adobe Illustrator/Photoshop CC and enhanced the requirements process by building HTML Bootstrap prototypes with HTML5, CSS3, JavaScript, and jQuery.
- Created new training modules using Adobe Captivate based on the new concept designs I created and incorporated them into the user interface to keep users from having to leave the interface or having to toggle multiple windows at one time.

EasiLoans (05/2015 to 08/2015)

Lead UX Designer / UI Developer

- Regenerated and modernized an outdated lending website from 2007 to a modern, responsive framework
- Created wireframes with Adobe Illustrator / Photoshop CC and interactive HTML prototypes with HTML5, CSS3, Javascript and jQuery as static or responsive within Bootstrap framework
- Designed various infographics and presentations to explain their business process

T Rowe Price (12/2014 to 04/2015)

Lead UX Designer / UI Developer

- Conducted a full usability study of an outdated decision support tool
- Observed and interviewed existing users to learn what was needed in the redesign.
- Created wireframes and mockups with Adobe Illustrator / Photoshop CC and interactive HTML prototypes with HTML5, CSS3, JavaScript, and jQuery
- Presented a comprehensive usability report to stakeholders providing support for the design decisions made in the prototypes

CareFirst Blue Cross Blue Shield (04/2013 to 11/2014)

Senior UX Designer / UI Developer

- Brought on to lead the conversion of an external design agency's proposed design through development.
- Led requirements discussions and usability best practices with management teams during the redesign of CareFirst.com and its four post-login environments: Member, Employer, Provider, and Broker.
- Met with different departments to organize their content / information architecture into optimized flows for the best user experience
- Conducted user research and usability testing, converted mockup designs or design-in-code HTML prototypes to walk users through flows, and worked with developers to implement the new designs from the HTML prototypes for use as components in Angular JS and Content Management System in Autonomy Livesite and IBM WebSphere 8
- Worked with Directors and Business Owners to troubleshoot technology issues before determining the best course of action.

Rosetta Stone –(11/2012 to Apr 2013)

UI Designer / Developer

- Converted Photoshop layouts into HTML5 landing pages for desktop and mobile sites
- Created HTML5 slideshow animation and applied jQuery effects to *rosettastone.com*
- Developed responsive email templates that work across all email browsers

End2End Design / Freelance – (1/2000 to 11/2012)

Owner / Web Designer / Graphic Designer

- Worked within various business markets to provide print, multimedia, and online solutions to support clients' goals
- Designed company logos and provide targeted solutions to promote clients' corporate brand initiatives
- Created concepts, designs and managed production of print and online advertising based on strategic marketing campaigns
- Developed, code, project manage and troubleshoot client web sites, e-commerce platforms and social media platforms
- Ran focus groups and provide tracking reports to verify the level of audience engagement with targeted online campaigns
- Managed a network of freelance designers from different disciplines, working together to complete client requests in a timely manner
- Oversaw all financial responsibilities as related to each project, estimating and managing production costs to stay within budget

Interarch (July 2010 to Dec 2010)

Graphic / Web / Multimedia Designer

- Responsible for the creation and maintenance of websites for Metro Bank US and UK, Saladworks and InterArch using HTML, CSS, Javascript and Flash,
- Created promotions for sites through various print media and other collateral materials
- Improved the online User Experience / User Interface for new and existing pages through innovative and interactive techniques
- Edited and produced videos from news clips and raw footage in PAL format using Adobe Premiere to introduce new banking innovation in the United Kingdom in over 100 years
- Monitored social media progress and provided user engagement reports to clients on public feedback
- Created custom tabs on Facebook web pages, which added a new level of flexibility to expand the limits of social media advertising

Full Circle Computing - (11/ 2009 to 7/ 2010)

Instructor for Certified Internet Webmaster (CIW) course / Adobe Programs / HTML / CSS

- Taught adult students Adobe CS4 design programs (Dreamweaver, Flash, Photoshop, InDesign, Illustrator), as well as HTML theory with Site Development Foundations
- Also taught individuals enrolled in the Certified Internet Webmaster (CIW) program

SAP Global Web Team (11/ 2007 to 1/ 2009)

Senior UX Web Designer

- Collaborated with business teams to evaluate online communication needs and present the best solutions based on user-focused design principles
- Created, scripted, distributed HTML-designed email templates for use in Microsoft Outlook
- Created innovative approaches to complex design problems and followed through to completion
- Optimized and formatted various images for SAP.com global websites
- Was responsible for developing and overseeing production schedules for various campaign launches simultaneously
- Formatted English-based web page layouts into multiple languages including Hebrew and Aramaic

Susquehanna International Group (SIG) - (4/2007 to 10/2007)

Senior Graphic Designer

- Assisted with the development of design guidelines and operational procedures for a new marketing department
- Concepted and produced all materials needed to promote company brand at events and trade shows
- Worked with external print vendors to obtain production estimates, create production schedules, review pre-production proofs and ensure highest quality control within budget standards
- Designed posters, print advertisements, brochures, premium items, and Flash-based presentations
- Managed library of photography images and responsible for audio and video editing and formatting

Stokes Studio @ The Children's Hospital Of Philadelphia (CHOP) (4/ 2003 to 4/2007)

Founder / Studio Manager

- Started and led creative services design studio for CHOP to provide full graphic, web and multimedia production assistance for hospital researchers to help raise money and support their work – **which saved \$100k+ per year**
- Designed medical collateral materials, including posters, brochures, print advertisements, illustrations, Flash-animated interactive education modules, presentations and websites
- Oversaw all photography, audio recording, video filming, editing and production, as well as all print design projects
- Managed relationships with print vendors, including variable digital print providers
- Supervised up to 15 projects at one time utilizing two full-time employees and freelance designers

eGenome Project @ The Children's Hospital Of Philadelphia (CHOP) -(10/2000 to 4/2003)

Web / UX / UI / Graphic Designer

- Developed the user interface and experience of the eGenome Project website
- Defined site architecture and navigation, created wire frames, site maps and working prototypes to describe the intended user experience while implementing best practices
- Created and retouched images for website and scientific publications
- Designed multimedia presentations on DVDs using Flash to promote eGenome Project through direct mail campaign
- Created scientific posters that promoted the project for display at global conferences

Tierney & Partners Advertising (1/ 1999 to 9/2000)

Traffic Manager

- Scheduled and managed production timelines for ten clients
- Experienced in overseeing the creation of print ads, sales and marketing collateral, premiums, direct mail programs and large-scale print projects, prepared cost estimates, routed materials through agency for account management approval and coordinated delivery of art materials to vendors and publications