



Work Experience

Founder and Chief Experience Officer

Operation Pancakes, Portland, ME

Building digital solutions for midweight online marketplace resellers throughout the sales workflow to increase sales, manage costs, streamline listing and fulfillment, and maximize income tax benefits

Sept 2022 - Present

Owner/Operator

Hit The Deck Vintage and Fuzzy Headphones

Successful multi-platform online marketplace reseller with 21+ years experience selling vintage goods, music, toys, books and trading cards, managing all aspects of the businesses: sourcing, inventory mgt, marketing, fulfillment, P&L mgt, and accounting

Feb 2002 - Present

Experience Design Lead — Freelance, Remote

Memorial Sloan Kettering, New York, NY

XD Lead for Telemedicine 2.0 Platform, MSK Direct

Apr 2020 - May 2022

Lead UX Designer — Freelance, Remote

Wongdoody, New York, NY

Citibank: UX design strategy for dashboard pilot program

Feb 2019 - Nov 2019

Sr. UX Design Consultant — Freelance, Remote

LG Ad, New York, NY

UX and journeys for U.S. e-com rollout

Oct 2018 - Apr 2019

Lead UX Designer — Freelance, Remote

iCrossing, New York, NY

Adobe, City National Bank, Bridgestone: User testing and design/sitemap optimization

Oct 2017 - Dec 2018

Sr. UX Designer — Freelance, Remote

Rebellion, New York, NY

Dell: sales enablement and partner program platforms

June 2017 - May 2019

Lead UX Designer — Freelance, Remote

MRY, New York, NY

Alcon, J&J: UX and IA for multiple products within Alcon's digital ecosystem, IA, UX strategy and design for J&J

Feb 2016 - Mar 2017

UX Director — Freelance, Remote

Infusion, New York, NY

M&Ms, Samsung, SunTrust, ZAGS!: UX for M&M kiosk, SunTrust Microsite design, UX for ZAGS! site redesign

May 2015 - Mar 2017

Sr. UX Designer + Strategist — Freelance, Remote

we are experience, New York, NY

American Express: Co-design workshops, heuristic evals, user tests, synthesis and analyses across multiple markets

Nov 2013 - Jan 2016

UX Designer (Freelance & Staff)

Various Boston & NYC Agencies: Arnold, JWT, Mullen, Publicis, Socialistic, SapientNitro

Jun 2008 - Jan 2014

Expertise

User Research
Journey Maps
Service Blueprints
Process and User Flows
Wireframing
Rapid Prototyping
Test Plans & Script
Writing
User Testing
Light Content Strategy
Information Architecture
Site Maps
Requirements Gathering
Heuristic Evaluations
Competitive Analysis
User and Stakeholder Interviews
Workshop Facilitation
Spec Documentation

Tools and Software

Whiteboard, pen, paper
Sketch, InVision, Figma
Maze, Optimal
Workshop, Survey
Monkey, User Testing,
Userzoom
Miro, Lucidchart
Jira, Rally, Trello

Education

B.S. Interactive Media Design

The New England
Institute of Art
Boston, MA
Jan 2007 - May 2009