

LET ’S BREAK THE ICE

I am a Senior UX Director with more than 14 years of experience within the UX/UI design and development space. My brand could best be described as Jackson Pollock - A rattle-can of over the ropes pile drivers, to deep-sea shark adventures, renewable energy, and innovations in cybersecurity.

WORK EXPERIENCE

March 2017 to Present

**Senior UX Director - Trellix** (Formerly FireEye)

I founded a multidisciplinary service-based team as a foundational and nimble mechanism to launch a Design System and a Micro Front-End architecture for Trellix. Today, the Muse Design System and UI Architecture has continued to successfully evolve under my leadership and executed by my team of 14 that represent design, UI development, and research. Working closely with senior leadership and the brand, I have positioned Muse and the UI Architecture as an essential tool to lessen the cost of engineering time while ensuring consistency and seamlessly connecting new and legacy products across Trellix.

August 2016 to February 2017

**Associate UX Director – GE Digital**

I managed a five-person team whom I guided, reviewed, and mentored within the Digital Innovation Organization. I led, consulted, and managed highly complex projects and applications that required in-depth knowledge across multiple specialized user experience domains and pushed for best-in-class visual standards for the company. I influenced programs to expand design and user experience across the organization through my involvement and leadership in creating the Core Design System for GE.

September 2014 to July 2016

**Lead UX Designer – GE**

Provided management and creative direction on a team known for solving GE-wide technology challenges with forward-thinking solutions. I created compelling digital experiences for one of GE’s most influential teams – High Impact Innovation. I was able to understand and evangelize interactivity in design, considering the user and technology, to produce visually stunning work. The role was consistently client facing, and I was required to articulate and defend design decisions to development teams and key stakeholders alike to deliver digital properties from concept to a finished product.

November 2013 to August 2014

**Lead Visual Designer – Discovery Communications**

Partnered with the Creative Director, defined and managed the design vision of a team focused on the monetization of all Discovery Digital Media properties. Leveraged first to market ad products to build and delegate the production of large-scale cross-screen multi-million dollar campaigns. Executed innovative award-winning solutions to ever changing technological hurdles in responsive HTML5 advertising.

November 2012 to October 2013

**Senior Visual Designer – Discovery Communications**

Created the visual design DNA of an internal creative department responsible for focusing on client strategy, design, development, deployment, and marketing of immersive digital experiences. I addressed complex problems by weaving iconography, typography, and color to generate engaging and accessible user experiences. Was a key member in developing a strategy for video and display advertising products, integrated ad sales solutions, rich media, and execution of brand partnerships across digital platforms.

October 2011 to October 2012

**Senior Interactive Designer - World Wrestling Entertainment**

Created visually stimulating interactive graphics to enhance the wwe.com user experience and complement editorial content; designed/built pages and microsites for clients, charitable organizations, and major Pay-Per-View events. Involved in the Drupal 7 redesign and front-end development of WWE.com. Mentored team members in artistic and creative direction and led major group projects.

May 2008 to October 2011

**Interactive Designer I & II - World Wrestling Entertainment**

Designed and developed Flash games, interactive features, and banners for both wwe.com and co-branded sponsorships. Executed online creative campaigns with both WWE’s domestic and international partners by designing and building CSS - HTML pages.

EDUCATION

August 2003 to May 2008

**BA Interactive Digital Design - Quinnipiac University**

August 2003 to May 2008

**BA Media Production - Quinnipiac University**

May 2016

**Foundation of Leadership – GE Crotonville School**