

Work Experience

Senior UX Designer: IGT, West Greenwich, RI - 2014 to Present

- Senior Designer for lottery gaming products including Lottery facing, retailer facing, and customer facing experiences for the Web, Mobile, terminals (at gas stations etc), Kiosks, and Lottery Vending Machines.
- Currently design the experience for Gemini Touch Lottery Vending Machines. Where players buy tickets through a touch interface. As seen in grocery stores.
- Designed back office application that ALL lotteries use to administer lottery products, as well as live lotteries one sees on TV after the news.

Senior Interaction Designer: Compuware, Waltham, MA – April 2014 to Dec 2014

- Lead the redesign and interaction for application monitoring / performance management application. Working closely with designers, product managers and IT to develop wireframes and new way to approach data visualization, charting, and dashboards.
- Created an onboarding guide using parallax to create engagement and communicate changes in the application's architecture to users.
- Initiated a simple dynamic HTML/CSS snippet library to IT to ensure consistency, standards, and to help free up time for innovation in development.
- Introduced innovative way to handle logins. Created a one-element interface by removing and consolidating fields and removing buttons.

Senior Web & Mobile Designer: MetLife, NY, NY/Warwick, RI - 2006 to 2014

- Lead the interactive and visual design for first ever, mobile app. Worked closely with IA's, business, and IT to develop interaction, design, wireframes, navigation, screens, and visual elements.
- Owner of mobile style guide. Responsible for establishing consistent visual experience between app and mobile site. Worked closely with IT and offshore vendors to build app to spec. Responsible for identifying gaps and develop enhancement plan for future releases. Mentor for junior designers.
- Started MetLife's first usability lab and process. Led procurement of mobile lab. Trained new usability practitioner on testing methods. Labs grew to 3 across the enterprise. User testing now a part of UX design process for every project.
- Asked to rethink the online auto quoting site. Lead the redesign of the antiquated auto quoting site. Introduced AJAX to the organization and helped advance the site functionality and improve the UX.
- Created a highly successful project kick-off event by having Jared Spool (founding principal of User Interface Engineering) speak to our organization to help garner support, and to drum up enthusiasm for the forthcoming Auto Quote redesign. This bolstered support and helped everyone get onboard.

Design Skills

Creative artist with an inborn need for pixel-perfect visual appearance and design style for digital graphics and layout for Mobile and Web. Sensibility for messaging, tone, layout, color, space and interaction. Emphasis, harmony, clarity and presentation.

Skills include: visual design, interaction design, responsive design, illustration, typography, technical drawing, wire framing, information design and visualization, visioning, brainstorming, storyboarding, usability testing, rapid low/high-fi prototypes, HTML prototypes, tappable mobile and tablet prototypes.

Computer & Technical skills

Mobile/Web graphic design software: Adobe Illustrator, Adobe Photoshop, Dreamweaver and InDesign, for Mac/PC.

Some responsive coding for mobile and Web. CSS, HTML.

Education

Rhode Island School of Design – Graphic Design 1997

Conferences and Training

Web Design World - 2006
UIE 13 - 2008
UXPA Boston - 2009
Web App Masters Tour - 2010
HFI Practical Usability Testing - 2011
Nielson Norman Usability Week - 2012
FMC Adobe Illustrator - 2012
UX Immersion Mobile - 2013
UIE 21 - 2016

Work Experience Continued

Art Director: Picerne Real Estate Group, Warwick, RI - 2005 to 2007

- Introduced 6 new community web sites, as well as a web based content management system, empowering content producers to publish to the web.
- Initiated an employee self-service intranet, allowing users to track packages, post docs and forms, make announcements, see birthdays, reserve conference rooms nationally, get weather, publish highlights to the home screen, add lunch menu links, get contacts across organization and by region, departmental self service micro sites, and user and feature preferences.

Senior Web Designer: Computerworld, Framingham, MA - 2003 to 2004

- Principal designer for a members-only social community geared for senior information technology business leaders.
- Converted 2 major sponsorships by introducing sponsor micro sites along with designs to use as a selling proposition on sales calls. Acted as design liaison between senior sales staff and prospective sponsors.
- Crafted and maintained the art direction, acted as design consultant for Marketing and Sales. Designed screens, and content for primary publication.

Senior User Interface Designer: Emptoris, Burlington, MA - 2001 to 2002

- Brought in to optimize their web based strategic sourcing application.
- Optimized the app’s front-end code, resulting in 5x screen rendering speed improvement. Paired back inefficient HTML in the framework and used well formed code, to reduce page load time by 20 seconds, saving 6-10 seconds across all pages in application.

Senior Web Designer: Allaire Corporation, Newton, MA - 1999 to 2001

- Redesigned Web based transactions including download system, shopping cart and training registration process.
- Established style guides for content produces/publishers, as well as, workflow for managing site content.
- Committee member for the definition and development of the ColdFusion Web Developer Certification Examination.
- Created a transaction process committee to define the effectiveness of software download process. Led the brainstorming session. Applied learnings to process for redesign.
- Conducted usability testing to examine effectiveness of conceptual designs, architecture and navigational models.

Web Architect: Ziff-Davis, Needham, MA - 1997 to 1999

- Responsible for the design of ZD’s 7 major brand sites including conference registration and credit card payment screens, conference schedules, and content.
- Produced multi-lingual version of event sites alongside a language translator.
- Produced the Online Show Daily on location during live events
- Organize the process for online Ad banner traffic, submission, schedule and impression allotment.

Awards

The Web Marketing Association’s,
2010 Insurance Standard of Excellence



Additional Skills

Acoustic Guitar maker, building & construction, wood working, auto mechanics, ad-hoc engineering