

## Avvo – Seattle, WA

Dec 2016 - Present

### Principal UX Designer, Senior UX Designer

- Partnered with developers on SEO optimizations and page performance to help with organic traffic recovery
- Designed, built and shipped a new product pilot that helped qualify and match consumers with engaged attorneys
- Led working group in producing a Journey Map of internal users of Avvo's data to improve decisions made from data
- Helped refine, test, finalize and deploy a redesign of a core Avvo pages that led to significant conversion wins
- Trained UX and product peers on A/B testing and test design, front-end coding, and page performance

## Expedia, Inc. – Bellevue, WA

2013 - Nov 2016

### Lead User Experience Designer

- Led a multidisciplinary UX team in ideation and execution for multiple customer-focused products
- Coordinated with Product Management and Engineering on strategy, timelines, and performance
- Analyzed site data and conducted user research to determine customer pain points and efficacy of UX solutions
- Evangelized and reported on our product performance to peers, partners, and executives

## Amazon.com – Seattle, WA

Summer 2000, 2004 - 2013

### Senior User Experience Designer, Designer II, Design Intern

- Designed Amazon Echo's device UX, mobile companion app, interactive prototypes, and more
- Redesigned Amazon's global navigation in 2011 and established new merchandising opportunities
- Conceptualized and designed products to help customers seed and improve their recommendations
- Created the patterns and templates for over 1 million artist, author, automotive, and brand pages
- Interactive and visual UX for Amazon's Customers Vote holiday promotions
- Lead the international site-to-doorstep design execution for the launch of the *Harry Potter* books
- Art directed the re-launch of the Toys, Baby, and Video Games stores
- Designed the precursors to Amazon's digital video, music, and e-reading experiences

## Jamglue – Seattle, WA / San Francisco, CA

2006- 2008

### User Interface, Visual, and Brand Designer for YCombinator Startup

## Advanstar Communications, Inc. – Duluth, MN

2001 - 2004

### Web Advertising Designer & Trafficker for B2B Publisher

#### UX Design Acumen

- Experience
- Interaction & interface
- Visual
- Mobile & responsive web
- Motion
- Information architecture
- Research & A/B testing

#### Tools Proficiency

- HTML/CSS/JQuery/JS
- Sketch
- Adobe Creative Suite
- LucidChart / Omnigraffle
- Google Analytics

#### Leadership

- Agile UX & sprint management
- Executive and large-group presentations
- Roadmap development
- Team building and mentoring
- Peer training
- Specifications & documentation

#### Higher Education

University of Minnesota Duluth, 1997-2001  
BA, Communication, Art and Writing minors

#### References

Available on Request