

UX Leader,
& Designer,
Graphics
Geek-at-Arms

I employ a **holistic** approach to **UX design** and **UX team management** to impact every aspect of projects. I passionately evangelize **standards compliance**, **readable code**, **competitive analysis**, **persona research**, **usability testing**, **rapid prototyping**, **continued customer interaction**, and the necessity of a cohesive **branding identity** and properly aligned **business** and **marketing goals**. My development skills and experience with new UX teams tempers my designs to be realistic and easily implementable. I believe in asking questions, sharing knowledge, and helping everyone around me succeed and innovate for the benefit of all. If you're looking to build a UX team, I'm your man.

Talents

Fluency

- ▶ UX Leadership and Evangelization
- ▶ Interaction Design (IxD)
- ▶ UI Graphics / Visual Design (VxD)
- ▶ UX Documentation
- ▶ HTML / CSS3 / Javascript / jQuery
- ▶ Adobe Photoshop & Illustrator

Proficiency

- ▶ Axure / Balsamiq
- ▶ SASS
- ▶ User Research
- ▶ PHP
- ▶ Adobe InDesign
- ▶ AJAX

Competency

- ▶ MySQL
- ▶ Silverlight / Expression Blend
- ▶ Adobe Flash
- ▶ Visual Basic

Additional Experience

- ▶ SVN & Git
- ▶ Apache Installation / Maintenance
- ▶ WordPress Theme Development
- ▶ Cross Browser Compatibility War Veteran
- ▶ XML / JSON
- ▶ C# / C++ / Java
- ▶ Customer-facing Retail
- ▶ Business Owner
- ▶ Japanese Business Etiquette
- ▶ 3D Modeling (3DS Max, Maya, SketchUp)
- ▶ Branding Identity Design
- ▶ MVVM
- ▶ Mobile Development
- ▶ Responsive Design
- ▶ REST Based Applications
- ▶ Google Maps API
- ▶ Intern Management / Team Lead
- ▶ Cold/Warm Calling
- ▶ Calligraphy & Traditional Media
- ▶ Conversational Japanese
- ▶ Tutor/Lecturing Experience
- ▶ Business/Marketing Goals Consultation

Experience

NeonCRM (2016-2018)

Lead User Experience Designer for CRM Database Software

- ▶ Untangled years of organic and unguided growth of a powerful but inconsistent CRM
- ▶ Designed and begun the implementation of a five-year plan to create a powerful and competent UX team
- ▶ Created and implemented consistent design standards using rapid prototyping, generous wireframing, and close communication with the development team in China
- ▶ Oversaw the professional development of an associate level UX designer and nurtured and leveraged their talents for best use on the team

Crossman Studios (2015-2016)

UX Consultation for Mobile Adventure Game

- ▶ Provide interaction and visual design critique and solutions for all aspects of production

The Hearth of Britannia (2013-Present)

Personal Fan Project for the Ultima Video Game Series

- ▶ Design, run, and handle all aspects of legendary LARP (live action role-play) events for 100+ guests

Experience (c t d .)

with budgets of over \$10,000

- ▶ Design and maintain website for said events that allow users to log in, submit and join quests, and more in a modular PHP, MySQL, and AJAX environment

Portalarium, Inc. (2013-2014)

Web Development and Community Relations for Crowdfunded MMORPG

- ▶ Facilitated positive community interactions through video broadcasts, roundtables, forum and social media posts, and in-person events
- ▶ Updated and maintained the project website via PHP, MySQL, XHTML, and SASS including a new landing page to leverage modern design trends and standards
- ▶ Processed hundreds of tickets weekly through Salesforce Desk.com as lead customer support agent and analyst
- ▶ Miscellaneous graphics and design tasks as requested

ExactTarget/Salesforce.com (2013)

Interaction and Visual Design in Enterprise Level Marketing Software Environment

- ▶ Designed user workflows and illustrated them using a combination of low and high fidelity wireframes and visual designs
- ▶ Facilitated understanding through leadership in design meetings with Product Managers and Product Owners

Aprimo/Teradata (2010 - 2013)

Interaction Design and HTML/CSS/JS in Enterprise Level Marketing Software Environment

- ▶ Created, maintained, and wrangled pixel perfect UI features into multi-solution, multi-datasource software
- ▶ Debugged and optimized HTML/CSS through over a decade's worth of legacy barnacles
- ▶ Created rapid HTML/CSS/JQuery prototypes for feature demos and testing
- ▶ Developed in Waterfall, Agile, and "free agent" environments
- ▶ Championed the transition to cross browser compatibility and standards compliance

Digital Messaging Center (DMC) (Think MailChimp but bigger)

- ▶ Assisted in defining product specifications
- ▶ Designed and prototyped all stages of development
- ▶ Leveraged competitive analysis in feature design
- ▶ Gained insight into functionality of Message Transfer Agent (MTA) and CAN-SPAM requirements

Other Enterprise Level Marketing Feature Experience:

- ▶ **Digital Asset Management:** UX/UI planning and graphics/HTML/CSS/jQuery implementation experience with shared asset management features including hosting, uploading, accessing, version control, and asset expiration
- ▶ **PDF, Video, Email, and Web-Site Annotations:** UX/UI planning and graphics/HTML/CSS/jQuery implementation of annotation features of shared assets between multiple users
- ▶ **Global Marketing Calendar:** UX/UI planning and graphics/HTML/CSS/jQuery implementation of features regarding enterprise level calendars handling big data
- ▶ **Dashboards:** Data visualization dashboards giving internal and external customers insight into and control of a variety of data include financials, running services, server health, hosting statistics, and email output

Innovative Workflow Technologies (2008 - 2009)

- ▶ Assessed usability weaknesses and inconsistencies, drafted reports to detail these findings, and fixed them in an ASP.NET environment
- ▶ Oversaw usability testing with customers for software in development
- ▶ Created design documents, visual designs, and test plans based on needs assessments with clients
- ▶ Rapidly spun websites and pages for assorted clients

Ezra Distributing (2008 - 2009)

- ▶ Directed activities of two interns to maximize productivity and skill sets
- ▶ Designed and drafted project specification documents and related graphics for new websites to be outsourced to third party developers
- ▶ Developed websites with database driven back ends for internal and public consumption
- ▶ Optimized and maintained ecommerce website in a sales office environment

E d u c a t i o n

Bachelor of Science

Computer Graphics Technology with Concentration in Interactive Multimedia Development and Human Interface Theory and Design (Purdue University, West Lafayette, IN, May, 2007)

Minors

Art & Design, Computer Science, and English

Activities

- ▶ **Secretary:** Purdue University Computer Graphics Student Council (2005 - 2006)
- ▶ **Web Master & Treasurer:** Ball Statue University Fencing Club (2002 - 2003)
- ▶ **Member:** Purdue Computer Graphics Student Council (2004-2007)