

Professional Summary

Dynamic and innovative leader with 20 years of experience in UX Design and Research, building UX Product practices within medium and large organizations, specifically in financial, healthcare, and large e-commerce sectors. Known for bold and creative problem-solving, mentoring teams, and driving data-driven design thinking enhancing UX and engagement.

Core Competencies

- UX Research & Strategy
- User-Centered Design
- Team Leadership & Mentoring
- Data-Driven Decision Making
- Executive Stakeholder Management
- Cross-functional Collaboration
- Research Methodologies
- Usability Testing & Analysis
- Design Thinking
- Customer Experience (CX)

Professional Experience

Global Customer Success Manager UserTesting, Remote-TX 2024-Present

- Developed and implemented democratization and centralization strategies to scale design research across UX Design Teams within financial and healthcare organizations.
- Enhanced user experience by ensuring the efficient deployment of research tools and methodologies.
- Fostered innovation and drove user-centered design practices across these sectors.

Senior Design Researcher USAA, San Antonio, TX 2018-2024

- Built and led the design research enablement model across 20+ design teams.
- Implemented training, libraries of resources, and toolkits for 250+ designers, supporting 4 COSAs.
- Grounded product strategy in human-centered insights through generative, exploratory, and evaluative research.

Senior Design Researcher Grainger, Austin, TX 2014-2018

- Developed a strategy and team to build and scale a design research practice supporting 30+ online merchandisers.
- Built and led the design research enablement model, overhauling the taxonomy for Grainger's 1.6 million product line, increasing new product acquisition by 12% over 2 years.

Digital Product Design Consultant Independent, Austin, TX 2012-2014

- Managed service design, UX research, content strategy, UX engineering, and product design teams across multiple clients.
- Reimagined remote medical screening and in-home care for Life Line Screening.
- Designed new road management tools for Ergon Asphalt & Emulations, generating \$1.2 million in new revenue.

Director, Digital Product Experience Y&R Austin, Austin, TX 2010-2012

- Rebuilt and managed a team of designers, developers, and researchers to support the Dell Partner Program.
- Developed a new customer portal, expanding Dell's Partner Program by 30% and increasing partner sales by 22% over 2 years.

President/Co-Founder Interverz, Dallas, TX 2007-2010

- Grew the company from startup to a \$20M business in 3 years.
- Designed and developed the AVS (Automated Versioning Service) platform, supporting large volumes of direct-mail and local marketing variations.
- Acquired by a Fortune 500 creative application service.

Account Director Insite Interactive, Dallas, TX 2005-2007

- Developed digital marketing solutions for clients like Virbac Pharmaceuticals, BNSF Railway, Trinity Healthforce Learning, and Empire Today.
- Established the agency's first design research practice, significantly increasing client billing.

Director, Digital Product Experience Euro RSCG, Dallas, TX 2001-2005

- Developed the agency's first digital marketing services division.
- Managed 60+ employees across 5 U.S. locations.
- Grew the digital marketing services division from \$30k annually to \$10M within 2 years.

Digital Creative Director TMP Worldwide, Dallas, TX 1999-2001

- Managed a design team supporting online advertising solutions.
- Optimized the ad creation process, decreasing production time from 8 hours to 2 hours.

Associate Creative Director eLynx, Cincinnati, OH 1997-1999

- Designed all marketing and sales materials for a direct sales strategy.
- Led the redesign of the flagship digital product, significantly improving product usability and acquisition funnel efficiency.

Education

ACA College of Design Cincinnati University 1997-1999

Computer Science And Communication Arts

Honors and Awards

2011 Telly Award: Story Writing, Creative Concept, Digital Strategy | Frozen Ghost Vodka Commercial "Teaser" | 2010-2011

2006 Horizon Award: Creative & Usability | Empire Today Website | 2006-2007

Certifications

UserZoom Core Certification | UserZoom - January 2021

UserZoom Advanced Certification | UserZoom - January 2021

Volunteer Experience

Communication Council Member | Wimberley United Methodist Church

- Developed communication and promotional strategy.

Youth Ministry Elder | Wimberley Presbyterian Church

- Responsibilities range from planning, coordinating, hosting, and facilitating 6th-12th grade activities.

Strategic Skills

- Design Leadership
- Human-Centered Design
- Design Research
- Product Design Strategy
- Design Thinking
- Market Research

Tactical Skills

- Adobe Creative Suite
- SQL
- Salesforce
- Generative Research
- Evaluative Research
- Microsoft Office 365