

Digital creative leader. Award-winning creative director with record of thrilling clients while ensuring successful business metrics. Data-driven UX leader. Committed department lead and employee manager. Emerging digital trends, site and app development, exemplary presentation skills.

Technical skills

Design, Prototyping & Production:

Figma, Adobe XD, Sketch, Canva, Invision, Zeplin, Photoshop, Illustrator, InDesign, Firefly, Midjourney, Principle, Frontify, Zero Height

UX & Analytics:

Neurons, Attention Insight, Lyssna (UsabilityHub), Figjam, Miro, Stark, EyeQuant, VWO, Trymata, GA

Front-end Development:

HTML, CSS, AEM, Drupal, WordPress

PM & Admin:

Workfront, Ziflow, Rally, Basecamp, Sharepoint, Trello, Jira

Notable Products, Campaigns & Clients

Tremfya & Stelara by Johnson & Johnson
Breztri & Fasenra by AstraZeneca
Multaq, Sarclisa and Elitek by Sanofi
Jemperli by GSK
Leqvio by Novartis
Poteligeo by Kyowa Kirin
Enhertu by Daiichi Sankyo (launch)
Nexlizet by Esperion (launch)
Monjuvi by Morphosys (launch)
Hemlibra, Actemra & Rituxan by Genentech
Cologuard by Exact Sciences
Qbrexza by Dermira/Lilly
Unbranded sites and campaigns for Pfizer, Sanofi, Agios, Adheretch, Merck, Novartis, Gilead & Curevac

Education & Training

Bachelors of Arts, Political Science, History Minor, De Sales University, PA
BetterUp Coaching and Masterminds executive leadership training
Continuing education coursework in team leadership, accessibility, design, employee management, CMSes

Awards

Gold Medal, Best DSA web site
2020 DTC National Awards
for Checkyoursweat.com
Cloudera's 2018 Data Impact Award
for ADP's Pay Equity Explorer
Finalist, General Excellent: Fast Company's 2018 World Changing Ideas
Five Design Patents for ADP

References happily provided

■ IPG Health 7/2019 - present

VP Director, Experience Design, Area 23

1/2024 - present

I am product design and UX lead for client web sites, IVAs, and touchscreen experiences for clients such as J&J, Sanofi, GSK and Novartis. I run a team of product designers and UX architects, and am tasked with making recommendations, leading client presentations, creating enterprise design systems, crafting digital process, and implementing new software like Figma, Zeplin and Neurons. I mandate standards of usability and accessibility, implement agile workflow, forecast work and budgets, and bring world-class design to every project. I've launched XD teams at three agencies in the network. *Promoted 3X*

Director, Experience Design, McCann Health New York

11/2021 - 1/2024

Associate Director, Experience Design, FCB Health

4/2020 - 11/2021

Product Design Lead, Experience Design, FCB Health

7/2019 - 4/2020

■ ADP 3/2016 - 7/2019

UX Design Lead, DataCloud

I was lead product designer for this world-leading HCM provider. I researched, conceptualized, designed, and user-tested interfaces for our leading HR products. *Awards & design patents*

■ Tristar Products 5/2015 - 1/2016

Director of User Experience Design & Development

Leading a team of designers and developers, I was responsible for the visual design, UX, development and A/B testing of e-commerce web sites for this leading e-retailer.

■ Urban One (FKA Interactive One) 4/2010 - 5/2015

Creative Director & Director of User Experience Design

12/2011 - 5/2015

I ran Interactive One's in-house creative services agency, building and leading a ten-person team of designers and producers in the design and development of sites, apps, and digital sales campaigns for 90 digital properties. *Promoted 2X*

Art Director

12/2010 - 12/2011

Sr Interactive Designer

4/2010 - 12/2010

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Finalist, General Excellent: Fast Company's 2018 World Changing Ideas
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■ Consumer Reports 6/2008 - 4/2010

Art Director

In a contractual role, I designed covers and layouts for *Consumer Reports* and its publications.

■ M2 Communications 4/2007 - 4/2008

Creative Director

For this healthcare agency I was design lead for all CME campaigns and deliverables. Clients included Lilly, Merck, GlaxoSmithKline, and Boehringer Ingelheim.

■ Arizent (FKA SourceMedia, Thomson Media) 8/2003 - 4/2007

Creative Director

2/2006 - 4/2007

Starting as a magazine art director, I was promoted twice up to Creative Director for this B2B publisher, overseeing all operations of the magazine and promotional design departments and our design staff of 30. *Promoted 2X*

Sr Art Director

10/2004 - 2/2006

Art Director

8/2003 - 10/2004

■ Passport Magazine, Flyer, Princeton Healthcare 9/2001 - 8/2003

Freelance Art Director

Monthly magazine design for three publishing companies.

■ Nature Publishing Group 5/1999 - 8/2001

Sr Layout Artist

5/2000 - 8/2001

Magazine layout in QuarkXPress and chart design in Adobe Illustrator. *Promoted*

Layout Artist

5/1999 - 5/2000