

EDUCATION

- **Associate of Arts in Multimedia** - Art Institute of Seattle, Graduated 1997
 - **Associate of Arts in Graphic Design** - Colorado Institute of Art, Graduated 1992
 - Ongoing training at the Visual School of Concepts
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PROFESSIONAL EXPERIENCE

UX Designer / Production Coordinator – Microsoft Store, Redmond, WA - Oct 2008 to Present

Contract through *Filtertalent* employment agency

Microsoft Store manages U.S./international ecommerce sites offering a full range of Microsoft products.

- Collaborated with UX team to design initial and current Microsoft Store Website.
- Assigned and responsible for completion of sprint items on Live site UX projects.
- Collaborated with stakeholders to redesign *Microsoft store's* purchase funnel.
- UX / UI design of external "Windows Anytime Upgrade" purchase funnel.
- Production coordinator of all international sites: Assigned requested production requests to artists, provided art direction and delivering final assets on time to international management.
- Designed promotional campaigns, emails and promotional banners for all sites.

E-Marketing Designer - PersonalShopper, Inc., Boise, ID - Oct 2007 to Oct 2008

PersonalShopper is an online ecommerce site which delivers a customized shopping experience.

- Design, develop and execution of weekly email marketing campaigns, and performed regular research of industry standards to improve company's email marketing efforts.

Senior Designer - SNAPforSeniors, Inc., Seattle, WA - Aug 2006 to Aug 2007

Transitioned to *SNAPforSeniors* with *NexCura* executive after *Thomson Healthcare* acquired *NexCura*

SnapforSeniors provides online tailored tools to assist in making informed decisions about senior housing.

- Collaborated with stakeholders to create UX design of the Housing Locator tool.
- UI design of *SnapforSeniors* site pages and implemented design into DotNetNuke containers.
- Created corporate brand translating creative direction into all marketing campaigns.
- Designed nationwide direct marketing campaign for National Alzheimer's Association which included promotional mailers, educational booklets, print ads, conference collateral and online marketing.

Senior UX Designer / Marketing Designer - NexCura, Inc., Seattle, WA - Aug 1999 to Aug 2006

Fulltime designer from 1999 – 2004 | Offsite designer from 2004 thru 2005

NexCura provides evidence-based profiler application, empowering cancer/disease patients with tailored information and treatment choices.

- UX / Visual Design of consumer and corporate Websites, NexProfiler technology and co-branding pages.
- Created corporate brand translating creative direction into all marketing campaigns.
- Created all Web graphics and interactive learning applications to compliment educational information.
- Designed marketing collateral for *NexCura* and *NexCura* clients per request. Clients included *American Heart, Cancer and Lung Association, Pfizer, Amgen and Bayer.*

UX Designer - Microsoft Windows Genuine Advantage, Redmond, WA - Feb 2005 to Jan 2006

Contract through *Filtertalent* Employment Agency

Microsoft's Windows Genuine Advantage Group (WGA) manages Genuine Software portal and the anti-piracy system which enforces online validation of the authenticity of several operating systems.

- Delivered UX recommendations for Genuine Microsoft Software portal: Performed heuristic evaluation of site and provided site map, UX design solutions and research analysis documents.
- UX Design for initial Windows Validation tool: Participated in strategy meetings, translated product vision into UI designs solutions for Website; created functional prototypes for testing when needed.

Web Producer - The Las Vegas Review-Journal, Las Vegas, NV - Feb 2004 to Feb 2005

The Las Vegas Review-Journal magazine department publishes a New Homes Guide magazine in parallel with a snhomes.com, which features new homes and real estate in Northern Nevada.

- Redesigned snhomes.com developing a new award-winning real estate Website, which included a new comprehensive search tool.
- UX design of new Leads Generator tool and Content Management System.
- Managed daily operations of luxury.com, homeandgarden.com and snhomes.com, and published monthly content/graphic updates in parallel with publication releases.

Senior UX Designer / Marketing Designer - NexCura, Inc., Seattle, WA - Aug 1999 to Aug 2004

Fulltime designer from 1999 – 2004 | Offsite designer from 2004 thru 2006

Web Designer - Dohealth.com, Seattle, WA - Oct 1997 to Dec 1998

DoHealth delivered personalized, interactive tools which helped people set, track and achieve personal health goals through tailored information and applications.

- Worked with stakeholders to design consumer Website and online health assessment tool.
- Developed site wide graphic style translating creative direction into graphics and interactive learning applications to compliment educational information.

UX DESIGN FREELANCE

- **RACKWISE DATA CENTER APPLICATION**

UX Design for initial online Data Center management application.

- **PLANE RESERVATION APPLICATION**

UX / Visual Design for online plane reservation application.