

I am a seasoned UX leader with over 20 years of experience transforming user experiences across complex B2B and B2C systems. My focus is on leading cross-functional teams to execute strategic goals and deliver measurable user and business results. I excel at breaking down silos, fostering collaboration, and aligning diverse teams to make data-driven decisions that consistently meet user needs and drive innovation.

HIGHLIGHTS

Drove Innovation at a MetLife incubator.

- UX improvements lifted **engagement metrics by 30%**.
- User-centric behavioral modeling improved customer satisfaction by half.
- Support calls **decreased by 20%**.

Elevated Gartner's UX Product and organizational maturity.

- Led a post-merger **migration initiative, adding 12,000 pages of content** to Gartner's research library.
- Led an audit to make the UX conformant to U.S. Section 508 of the Rehabilitation Act and produced all new content per the **WCAG/WAI accessibility** standards.
- Trained over 40 cross-functional teams in the Human-Centered Design and Design Thinking process to improve agile/ux/qa workflow.
- Successfully shipped **6,240 features** over two years.
- Overall improvements led the organization to an **89% contract renewal rate and a 12% increase in new business**.

EXPERIENCE

Consulting, 2022 - Present

- I provide tailored UX consulting services that align business objectives with user needs, specializing in mission-critical environments such as medical devices, financial trading platforms, and defense systems. My focus is on transforming complex systems into high-performance interfaces that improve safety, efficiency, and user confidence.
- Clients: Lockheed-Martin, DGA/Affiliated Security, Stealth-mode Startup.
- Specializations: Core UX, Design Systems, Accessibility, Service Blueprints, Behavior Modeling, Wireframes, Design Systems, Innovation Workshops.

METLIFE, New York City, NY

AVP - Service Design, 2022 - 2023

- Modernized user experience (UX) through human-centered design and design thinking methodologies. Resulted in a 30% increase in user engagement.
- Introduced new user-centric features for healthier financial decisions. Customer satisfaction rose by 52%, and support calls decreased by 20%.
- I managed the UX design team, equipment, purchases, and procurement.

GARTNER, Stanford, CT

Lead UX Designer, 2016 - 2022

- Created habit-forming experiences resulting in a 1.5 increase in key conversion metrics.
- UX improvements resulted in 89% contract renewals and a 12% rise in new business.
- Spearheaded the adoption of the design system from 3% to 60%.
- Managed design staff, freelancers, budget, vendors, purchases, and procurement.

CONTENTLY, New York City, NY

Director of User Experience, 2015 - 2016

- Streamlined CMS workflows by 3x using data and research to improve the UX.
- Collaborated with cross-functional teams to build a structured feedback tracking system, leading to a 35% reduction in customer support calls for recurring issues.
- Overhauled feedback management process, directly contributing to usability improvements that reduced user error rates by 40%.

COMIXOLOGY, New York City, NY

Director of User Experience, 2014 - 2015

- Created new experiences that doubled engagement and increased acquisitions by 14%.
- Streamlined the UI spec process to decrease the friction dev teams experienced by 2/3.
- Delivered a delightful comic collector experience that lifted app store ratings to 4.5 stars.

About.com (currently **DOT DASH**), New York City, NY

Director of User Experience, 2006 - 2014

- Led mission-critical innovation program that resulted in a 130% revenue increase.
- Facilitated Lean UX techniques to accelerate the R&D lifecycle.
- Managed design staff, freelancers, department budget, equipment, and purchases.

ELLE, New York City, NY

Interactive Design Director, 2005 – 2006

- Increased site traffic 500% and won a Webby Award.
- Responsible for the UX and re-branding of Elle.com.
- Led the product team, designers, front-end dev and QA team.
- Manage department budget, equipment, and purchases.

Mode Interactive, New York City, NY
Founder, 2000 — 2005

- Built a successful web consulting business.
- Roles & responsibilities: Generated new business, managed contracts, directed project work, and maintained solid client relationships. Clients included the Institute for Advanced Study, Citibank, Pfizer, Novartis, Teach for America, Fashion Institute of Technology, SparkNotes, and The Metropolitan Museum of Art.

PROFESSIONAL SKILLS

- Partnership building / Stakeholder alignment
- Design systems
- Design and Product Metrics
- Qualitative and Quantitative User Research Methods
- User Research Knowledge Base
- Design workshop facilitation
- Agile /Scrum design workflows and training
- Service Blueprints, journey maps, narrative maps
- Tools Proficiency: Figma, Sketch, Adobe XD, Axure RP, Jira, Trello, GitHub, Azure
- Working knowledge of backend/frontend tech stacks, frameworks, and constraints

EDUCATION

- Bachelors, Graphic Design, The College of New Jersey, 1995

PROFESSIONAL DEVELOPMENT

- NN/g User Experience Certification, 2014
- Lean UX & Product Discovery for Agile Teams Certified, 2021
- Introduction to Artificial Intelligence with Python, Harvard University (In-progress)

MILITARY SERVICE

- The United States Marine Corps Reserve (USMCR), 1991 — 1996