

## WORK EXPERIENCE

### IBM

#### Senior Design Lead | IBM Security

2017 – present

Simultaneously led three separate design teams to successful cloud product launches and mentored UX, visual, and lead designers. Developed systems and processes for better collaboration between design and development teams, improving their ability to complete deliverables by approximately 30%. Guided all five product design teams through the transition from a waterfall process to a flexible Agile solution. Established routines and practices to promote cross-collaboration among design, development, and offering management teams. Created an on-boarding experience that accelerated new hires' time to productivity from three months to just three weeks after start date.

#### Design Manager | IBM Watson

2014 – 2017

Hired and managed teams of designers and developers within an Agile environment. Directed design and development of the precursor to today's IBM Cloud experience. Spearheaded the effort to inject artificial intelligence into enterprise software. Established Watson design principles. Developed a dialect of the IBM Design Language for Watson user experiences, including color, type, voice, and UX patterns. Created functional demos with touch and haptic interactions for the Watson Experience Center in New York City. Planned, presented, and facilitated design thinking workshops with stakeholders and clients.

### Netspend

#### Creative Director

2012 – 2014

Built the internal creative services department within a company that previously utilized outside agencies. Managed a team of designers and developers within an Agile environment. Established processes to streamline design implementation and print production. Responsible for the quality of all assets produced in the creative department. Collaborated with marketing teams on projects impacting NetSpend, BET Control Card, PayPal, and other partner brands. Developed departmental budgets. Scoped work for all web releases.

#### Senior Designer

2007 – 2012

Redesigned NetSpend corporate website. Designed and maintained landing pages and order forms. Redesigned the customer account management web app, increasing customer use exponentially. Created pitches that led to new business partnerships with PayPal, CapitalOne, Target, Walgreens, and BET, as well as pitches for Sprint, Facebook, and others. Developed new products and services, including the NetSpend Student All-Access program and the Control Card program. Created and updated mobile apps using HTML5 and PhoneGap. Conducted user research and interviews that guided product development. Created IA documents and wireframes for new features and web services. Implemented Google Analytics tags in online properties.

**Design leader with 25 years of experience. Dedicated to streamlining design processes while delivering delightful experiences that meet users' needs. Passionate about integrating design thinking into product teams.**

## DOMAINS

Machine Learning  
Artificial Intelligence  
Cybersecurity  
Finance  
Wholesale Goods  
Cloud Computing

## TOOLS

**Design:** Adobe Creative Suite, Sketch, Flinto, Adobe XD, InVision Studio  
**Code:** HTML, CSS, Sass. Working knowledge of JavaScript, React, jQuery and PHP.  
**Process & Collaboration:** Github, Zenhub, JIRA, Trello, Aha!, InVision, Mural, Box

## EDUCATION & AFFILIATIONS

**Board Member,** Sun Dragon Martial Arts  
**Advisor,** CLOUD, Inc.  
**Co-creator,** IBM Enterprise Design Thinking  
**Member,** AIGA  
**Bachelor of Fine Arts,** University of Texas at Austin, Design - 1997

