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EXPERIENCE

2021 – present *Bluesight*

UX Manager

- Managed a diverse UX Team of full-time and contract designers while also acting as lead designer for our KitCheck product.
- Aligned the UI and branding for multiple products through the creation and implementation of a new design system for Bluesight.
- Improved and standardized discovery, review, QA and delivery practices.
- Unified design, analytics and research tooling to meet team needs and budget constraints.
- Organized and instituted a shared repository for user research data.
- Assisted Marketing through the creation of branding for new products, promotional materials and a complete overhaul of our corporate website.
- Established strategy and governance for all in-app messaging.

2019 – 2021 *TraceLink*

UX Team Lead

- Managed a UX Team of 5 designers.
- Lead sprint grooming, brainstorm, design ideation and review sessions.
- Adjusted team design processes to allow for better tracking and transparency.
- Helped establish Usability and User Research Group to oversee UX research efforts
- Partnered with Product Management to ensure feature requirements aligned with
- Produced workflows, wireframes, mockups and clickable prototypes for a range of enterprise level product offerings.
- Provided Engineering Team with design specifications and custom CSS to facilitate development and adherence to approved designs.
- Helped develop a custom component based design system for TraceLink's new Opus Platform.

2016 – 2019 *Magenic*

Sr. UX Designer

- Lead UX Design for clients in the Healthcare, Internet Technology, Software, Office Supplies and Global Management Consulting industries.
- Conducted UX strategy workshops and Ideation sessions with clients to establish project goals and product requirements.
- Organized and conducted UX research including usability tests, contextual observation, surveys, user interviews, workshops and focus groups.
- Produced wireframes, high fidelity design mockups and functional prototypes.
- Established design and usability best practices for Surface, iPad and mobile app development.
- Developed documentation, style guides and pattern libraries in order to ensure consistency and facilitate product development.
- Provided HTML, CSS and Javascript assets to assist UI development efforts.

2012 – 2016 *Tufts University*

Sr. UI/UX Designer

- Lead UX and Design initiatives for Tufts Design Practice Group.
- Advocated for user centered design approach, helped introduce product stakeholders to the value of UX practices and methodologies.
- Conducted user testing, A/B testing, ethnographic studies, competitive analysis.
- Assisted with the redesign of Tufts' brand guidelines.
- Established UX, accessibility, design and development standards.
- Member of Mobile Governance Board.
- Developed wireframes, prototypes, workflows and storyboards.
- Provided front end development and created custom themes and templates for Drupal, Wordpress and Sakai LMS.
- Conducted various workshops focused on design thinking, visual communication and presentation design.

2008 – 2014 *Joe Loves To Design*

UX Designer, Illustrator, Instructor

- Created teams based on project demands. Hired and managed all researchers, designers, web developers, animators, and copywriters.
- Produced information architecture, wireframes, interaction design and documentation for web sites and web based applications.
- Designed and developed custom CMS themes utilizing HTML5/CSS3.
- Produced illustrations, infographics and page layouts for various publishers.
- Taught courses and workshops in Accessibility, HTML & CSS, Wordpress, InDesign, Digital Illustration, Photoshop and Typography.

2006 – 2008 *Center For Digital Imaging Arts at Boston University*

Director - Graphic and Web Design

- Managed an administrative staff of four and an instructor pool of 15.
- Scheduled all weekly classes for seven full and part time programs and trained all incoming instructors.
- Redesigned curriculum to include a more comprehensive study of user centered design, interactive design and front-end development.

2004 – 2006 *Globus Family of Brands*

Senior Designer

- Design Lead for Globus Vacations, Monograms and Avalon Waterways.
- Designed brochures, advertisements, direct mail, signage and packaging in collaboration with Product Development and Marketing Departments.
- Produced custom illustrations for promotional materials and brochures.
- Acted as point of contact with all print vendors.

EDUCATION

1992 to 1994

**University of
Massachusetts,
Dartmouth, MA**

Fine Arts

1994 to 1999

**Roger Williams
University,
Bristol, RI**

BA in English Literature

2016 to 2018

**Bentley
University,
Waltham, MA**

Multiple Courses in
Human Factors Design