

Summary of Qualifications

Award-winning digital creative director with record of thrilling clients while optimizing analytics. Data-driven UX and tech lead focused on design systems and AI solutions. Committed department head and employee mentor. Emerging trends, digital budget & planning expert, site and app development, exemplary presentation skills.

Work Experience

Omnicom Production / 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 and all digital products for clients such as J&J, Sanofi, GSK and Novartis. I am tasked with making experience recommendations, leading client presentations, ensuring our work is beautiful and high-performing, and operating as digital lead for product launches. Operationally, I am responsible for establishing agency digital process, implementing new software like Figma and Neurons, and ensuring our team of designers and architects is billable, mentored, and excited to contribute. I mandate standards of usability and accessibility, oversee digital inclusion, implement agile workflow, forecast work and budgets, and bring world-class design to every project. I've launched experience teams at three agencies in the IPG/Omnicom 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, FCB Health

7/2019 - 4/2020

ADP 3/2016 - 7/2019

UX Design Lead, DataCloud

User experience lead for this world-leading HR product organization. I researched, designed, and 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

Technical skills

Design, Prototyping & Handoffs:

World-class design skills, Figma, XD, Sketch, Canva, Zeplin, Photoshop, Illustrator, InDesign, Principle

AI:

Figma Make, Claude, Neurons Predictive Analytics, Firefly, Midjourney, Runway, Gemini, Copilot

Collaboration:

Figma, Miro, Mural

Optimization and Testing:

Neurons, Attention Insight, Userlytics, Lyssna, EyeQuant, VWO, Trymata

Accessibility:

Arc, Axe, Wave, Stark

Development Platforms:

Veeva, AEM, WordPress, Zero Height, Frontify

Project Management:

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

Notable Products, Campaigns & Clients

Tremfya (Johnson & Johnson), Breztri & Fasentra (AstraZeneca), Brinsupri & Arikayce (Inmed), Cologuard (Exact Sciences), Leqvio (Novartis), Multaq & Sarclisa (Sanofi), Poteligeo (Kyowa Kirin), Enhertu (Daiichi Sankyo), Nexlizet (Esperion), Pfizer, Genentech, GSK, Merck, Novartis, & Gilead

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, more

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

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Work Experience (continued)

Consumer Reports 6/2008 - 4/2010

Art Director

In a contractual role, I designed covers and layouts for *Consumer Reports* and its speciality 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 Art Director, I was promoted twice up to Creative Director for this B2B publisher, overseeing design of 20 titles and all promotional work, and overseeing all operations of the design departments and our 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. Managed staff. **Promoted**

Layout Artist

5/1999 - 5/2000

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