

## Education

University of North Texas PhD, Interdisciplinary Information Science: Social Informatics, Human Computer Interaction	2016
University of North Texas MS, Applied Anthropology	2010
University of North Texas BA, General Studies: Anthropology, Philosophy, and Psychology	2006

## Professional Experience

Director, Experience Design Research at Hilton	2019 – 2020
<ul style="list-style-type: none"><li>Led a team of experience design researchers in an agile working environment to improve Hilton's digital experiences through surveys, interviews, eye-tracking, and usability testing studies on web, iOS, Android, and Connected Room products and services</li><li>Provided guidance, mentoring, and career development direction through weekly one-on-ones and regular feedback sessions</li><li>Worked directly with product and design to collaborate and strategize on how to make our experience the best in the industry</li><li>Utilized my background in information science and information architecture to create our own digital repository to satisfy our needs as an internal research group</li><li>Furloughed and laid off due to COVID-19</li></ul>	
Design Consultant   User Experience Designer   User Experience Researcher at SAP	2018 – 2019
<ul style="list-style-type: none"><li>Owner of Design for SAP Innovation Services which entailed establishing design processes including providing which assets we would deliver when as well as task scoping and sizing for our consultant teams</li><li>Conducted research and worked directly with customers to understand their business practices and how Blockchain and other edge technologies (Internet of Things, Artificial Intelligence, Machine Learning and more) can improve their internal systems as well internal and external user experience</li><li>Designed interfaces to surface Blockchain content and provide access to the shared data establishing both trust and transparency among consortia</li><li>Facilitated Design Thinking &amp; Application Design workshops with business and end-users to surface use-cases and provide opportunities for those who would be using our applications to have a direct impact on them</li><li>Project Manager and subject matter expert for an organization-wide Knowledge Management initiative</li><li>Awarded Innovation Management digital badge</li></ul>	
Head of Strategic Insights Research for Infrastructure and Platform at IBM Public Cloud	2017 – 2018
<ul style="list-style-type: none"><li>Led the strategic insights research team for the entire public cloud platform that included both infrastructure and platform as a service</li><li>Designed and implemented ongoing exploratory, generative, and evaluative research studies</li><li>Conducted in-person and remote interviews, talk-aloud prototype walkthroughs, card sorts, crafted surveys, utilized tools such as Amplitude, Fullstory, Invision, Sketch, Omnigraffle, and more</li><li>Organized and conducted large scale research efforts at IBM's Think Conference</li><li>Subject matter expert and lead design consultant in Identity and Access Management (IAM) and Business Systems Support (Accounts and Billing), tagging, and information architecture efforts including system navigation recommendations</li><li>Helped drive strategic design and development decisions with research data which informed recommendations and ongoing support throughout our agile design and development process for our IBM Cloud Customer Platform</li><li>Created, led, and mentored the IBM Cloud (public) research team in research study design, implementation, and analysis</li><li>Started the IBM Cloud Testing Network of industry experts utilized for user testing our very domain specific technology</li></ul>	

Senior User Experience Designer at SoftLayer [2010] | Design Lead at IBM [2016] 2009 – 2018  
(Formerly The Planet [2009])

- Led a lean agile UX design and research team for infrastructure (IAAS) and platform (PAAS) as a service
- Designed and implemented user friendly interfaces and interactions for customer portal applications to manage IAAS and PAAS capabilities for web, Android, iPhone, and iPad versions as well as multiple individual tools used for server and data management, which decreased tool complexity and increased user productivity
- Conducted user research via on-site visits, virtual feedback, and phone interviews to gather data on how users used our systems to inform us with first-hand knowledge on how to improve them
- Awarded IBM's Outstanding Technical Achievement Award for my IAM work

Project Leader | Digital Ethnographer at Alterian 2011

- Conducted digital ethnographies and moderated focus groups
- Produced and presented deliverables to clients outlining how people thought/felt/believed and why they did so, then provided recommendations to improve their products/processes based on these findings
- Managed an ad-hoc online community of high level thinkers that provided a brain-trust for clients to consult with on important projects

Usability & Interface Engineer at HRsmart 2008 – 2009

- Worked as a lean UX team of 1 providing user experience and research leadership and direction to agile development, UI design, and product teams
- Conducted user research via participation with clients in client training sessions and participant observation with clients
- Redesigned an entire software as a service application from the ground up implementing user friendly system interfaces and interactions for a talent management system reducing time to complete tasks over 50%, time spent searching over 60%, and time to navigate the system over 80%
- Ensured our software was accessible, for our contracts with state and local governments, utilizing Section 508 Web Content and Accessibility Guidelines
- Awarded Creativity and Ingenuity award for my work

Information Architect at imc2 2007 – 2008

- Worked directly with clients to gather needs through the development of wireframes, sitemaps, and workflows allowing for faster site and web application development based on sound information architecture principles
- Helped clients improve their products through user research including card sorts, competitive analysis, and development of data based personas
- Presented materials to clients such as EDMC, Lowe's, GSK, and Samsung

Interaction Designer at Principle Data Systems 2006 – 2007

- Provided heuristic evaluations, UI redesigns, SEO optimizations, and management of a custom CMS
- Conducted guerilla research as needed when possible to better understand the needs of schools, parents, and students
- Designed custom portal sites for private schools

Web Developer & System Administrator at JCPenney 2002 – 2006

- Facilitated an increase in the productivity of the Marketing department by over 85% through conversion of paper processes to electronic ones and reduced the duplication of effort and information by linking systems together
- Designed, developed, and supported web based applications used by over 500 corporate employees & over 1000 stores improving task efficiency by 50% to 75% or more
- Conducted research via participant observation with our in-house clients to better understand their needs and existing processes
- Increased task efficiency of copywriters by 80% through the establishment of the first internal Wiki system
- Awarded the Marketing Excellence award