

Thirteen years of experience designing award-winning solutions for high-profile Fortune 1000 clients. Specializes in creating usable and innovative design systems that balance brand strategies with user, business, and technology needs. Plays well with others in multi-disciplinary teams. Detail-oriented. Process-driven on the inside, organized chaos on the outside.

Clients

Technology & Communications

Adobe Systems
Apple Computer
Cisco Systems
Compaq
Fujitsu PC
Hewlett Packard
Microsoft
SBC Communications
Sun Microsystems

Government & Non-profit

Charged.com
San Francisco Late Night Coalition
The White House
Humane Society

Automotive & Industrial

Caterpillar
Eli Lilly
General Motors
Ortho Biotech

Consumer Retail & Distribution

Best Buy
Esprit
Gap
Kmart
LucasArts
Mohawk Paper
Nike
Tag Heuer
United Parcel Service
Virgin Megastore
Wai-Mart
Wine.com

Design Firms & Consultancies

Adjacency Brand New Media
Avatar Digital
Frog Design
Hot Studio
MetaDesign
Sapient

Recognition

Awards

One Show - Gold Pencil, E-commerce (Adobe Systems)
One Show - Silver Pencil, Corporate Marketing (Mohawk Paper Mills)
One Show - Silver Pencil, Corporate Marketing (Adobe Systems)
New Media Invision Awards - Gold Medal (TAG Heuer)

In the Press

One Show Interactive Annual 1999
One Show Interactive Annual 2000
Graphis 1999 Interactive Annual Book

Experience

Senior Designer | Jaman.com, Inc

San Mateo, CA October 2005 - November 2008

- Joined a startup at the ground level, played a key role in building a premium online movie brand
- Directed all aspects of visual design from the product itself, to online and offline marketing collateral, sales materials, and trade show setups.
- Played a key role in every aspect of the design process, from creative direction to laying out detailed design specifications, UI design, and final asset production.
- Worked hand-in-hand with the engineering team to evolve the product from concept to prototype, to launching the product.
- Evolved and refined the design system in a rapid development environment, often developing designs for multiple releases simultaneously.
- Developed and maintained site design style guide and brand design system.
- Directed in-house designers and contractors on a myriad of product and marketing projects

Freelance Art Director

Oakland, CA August 2002 - October 2005

- Developed application design and implementation strategies for a variety of large and small business clients.
- Developed next generation online shopping tools for a Fortune 500 clothing retailer to be extended across multiple brands' sites.
- Hired and managed site development team members for complex redesign projects
- Led the redesign of Bluelight.com's registration process information and content architectures; reworked the visual design to increase subscriber base
- Designed and coded the redesign of a LucasArts/Star Wars site to coincide with new product launch; design adhered to strict technical guidelines
- Created visual design system and content strategy for Sun Microsystems Press site
- Designed sites for several brand initiatives at Eli Lilly. Design strategy and content adhered to FDA Regulations

Senior Designer | Sapient Corporation

San Francisco, CA March 1999 - July 2002

- Managed creative teams in the design and development of dynamic content-driven and e-commerce sites for Fortune 1000 companies; focused on creating innovative solutions that were user-friendly, easy-to-maintain, and on-brand
- Drove the development and refinement of site concepts and design strategies; presented these concepts to C-level client stakeholders to ensure approval and buy-in
- Architected global design systems and style guides for use internationally across web, print, and industrial design products

- Developed usability testing protocols and ran usability sessions; rapidly iterated designs in conjunction with testing
- Researched user-community needs and developed product vision and brand strategies for Internet and software applications
- Wrote and produced creative briefs that incorporated detailed competitor, brand strategy, and client side benchmark analysis
- Facilitated requirement gathering and design workshops; responsible for articulating workshop results into designs that satisfied business, user, and technology needs
- Developed graphic design and content management project processes and methodologies that were implemented across 3000-person multi-national consulting firm

Senior Designer | Adjacency Brand New Media

San Francisco, CA December 1997 - March 1999

- Helped establish graphic design group within a firm that grew from 20 people to 60 in one year, from 2 designers to 8
- Led multi-disciplinary teams in the design of some of the first consumer retail e-commerce sites on the Web
- Presented site concepts and designs to clients; incorporated client feedback and managed project scope
- Collaborated directly with technology teams to streamline designs and develop rapid prototypes to test concepts and functionality
- Developed graphic design and production processes that streamlined project delivery and reduced implementation costs
- Designed company marketing collateral and proposal responses
- Managed site QA processes and worked with production teams to test and refine site designs

Writer/Designer | Charged: Extreme Leisure

San Francisco, CA December 1996 - December 2001

- Wrote and edited product reviews and feature articles for an online magazine devoted to extreme sports and leisure
- Designed article layouts covering diverse topics such as surfing in Alaska, skate boarding, and lightning strike victims

Senior Designer | CKS Group

Cupertino, CA November 1995 - December 1997

- Created site concepts and design strategies for a variety of print and interactive design projects
- Ensured design integrity by working closely with implementation teams to accurately implement design vision
- Designed suite of sites for the General Motors brand, including first web site; established design system to provide consistent brand experience across sub-sites

After Work

photography, cooking, building really cool things, and extreme lounging