

MERKLE | DENTSU

Group Director, User Experience & West Coast Product Design Studio Lead

Las Vegas \ Remote
March 2023 to Present

- › Managed and mentored UX/product design account, project and studio teams – hiring, coaching, steering and scaling high performing, cross-geography and remote teams ranging in size from 5 to 50 resources, actively evolving my teams' ability to create high-quality, accessible, usable customer-centric digital experiences
- › Successfully partnered with client leaders and product stakeholders through all phases of the design process, leveraging collaborative workshops and compelling storytelling to shape work, secure alignment, and generate excitement
- › Guided solution concept development through ideation sessions, design sprints, rapid prototyping, design deliverables (wireframes, visual designs), transforming optimal future-state ideas into tangible solutions ("we make it real")
- › Contributed to delivering over \$400MM annually via overall global CX organization
- › Delivered exceptional digital transformation design efforts for clients like Principal Financial, Schwab, FS8 (FIT Group), Panasonic Automotive, Builder's First Source, Primo Water, National Vision, Herbalife and Arrow Electronics. Highlights include:

Arrow Electronics \ Global Digital Experience Transformation

Multi-year Digital Experience Transformation initiative re-platforming and evolving core business systems

- Defined overall UX strategy for and provided overall delivery leadership for 20+UX/UI product designers in US, India, Germany and Brazil; ensured overall [design system direction, development and delivery](#)
- Partnered with client and internal discipline leadership for [cross-track agile planning and coordination](#)
- Optimized and refined existing transactional retail sales and B2C content publishing (responsive web solution, Sitecore to AEM) tools and experiences

Herbalife Nutrition \ Herbalife One Platform

Digital Experience Transformation aligned to global brand reinvention

- Owned global experience design efforts for 100+ UX/UI product designers in US, India, and Brazil delivering customer experience [strategy, design and development](#) for end-customer retail and marketing experiences, as well as a suite of distributor business management tools, including order and customer manager functions as well as [AI-powered training and support](#)

FIT Group \ FIT Group Brand Site \ FS8 Pilates Gym Brand Site

Global Experience Design rebranding efforts for a duo of fun fitness brands with teams in Australia

- Guided [UX/UI strategy and design](#) while delivering two new responsive brand experiences, showcasing new brand identity via the FIT Group holding site and new gym-based functions and tools

Blue Triton \ Primo Water \ Brand Site Revitalization

Essential evolution to a family of customer-favorite bottled waters to ensure a big brand portfolio sale

- Shaped [storytelling and presentation for account sales effort](#) resulting in new business win
- Ensured optimal delivery output for overall XD team, including designers, illustrators and copywriters

DLXD | CONSULTING & CONTRACT ROLES

Founder, Creative Director, UX Strategy and Product Design

Las Vegas \ Chicago \ Remote
June 2021 to March 2023

Hands-on digital product design and collaborative team leadership efforts

Costco \ Design Director for Global SIP Desktop and MOBL Platforms

Global UX Design Leadership and hands-on User Interface Design for all of Costco's non-US markets

- Day-to-day [strategic design leadership](#) and [hands-on user experience and user interface design](#) for Costco desktop/mobile platforms in Australia, China, Germany, Korea, Japan, Mexico, the UK and more
- Responsible for [research, strategy and quarterly design iterations](#) for key retail experiences including Browse Path reinvention, Cart, Checkout, Grocery, Tires sales and installation, instore pickup, delivery, and account management functions, including digital membership ID tools

Roadpass Digital \ Product Design Director

Mobile app product design and marketing content creation for Roadtrippers, RVillage, TogoRV and more

- Strategic UX research and hands-on app design for a quartet of core recreational travel tools

Cars.com \ Senior Director of Product Design

Product design leadership for the core Cars.com automotive retail marketplace platform

- Provided [cross-discipline leadership and support](#) for all key Cars.com product design initiatives
- Day-to-day leadership and supervision for an all-remote team of 10+ multi-discipline product designers

ATTRIBUTES & APPROACHES

VISION AND STRATEGY

- I start with a people-first approach, seeking to understand real world needs to human problems that inspire avenues of exploration for solutions
- I craft unified experience visions for digital solutions, services, products and platforms
- I leverage customer insights, market research, and data analytics to drive innovative outcomes aligned to business priorities and success metrics

DESIGN AND EXECUTION

- I guide and direct concept development through ideation sessions, prototyping, and storytelling, transforming ideas into tangible solutions
- I drive high-quality design explorations, including wireframes, storyboards, interactive prototypes, and visual mockups that align to brand goals
- I ensure my teams incorporate inclusive design practices into all product experiences and leverage evolving AI tools to aid efficiency

RESEARCH AND INSIGHT

- I explore industry trends, competitive intelligence, and emerging technology to identify opportunities to drive innovation and differentiation
- I drive teams to express user research needs, integrating findings into iterative concept validation and experience refinement
- I use frameworks such as customer journeys, service blueprints, and experience maps to define product vision across tracks and dependencies

COLLABORATION AND LEADERSHIP

- I enthusiastically mentor and develop my teams, fostering a culture of creativity, innovation, and collaboration across the org and around the globe
- My teams leverage workshops and insight-gathering activities, engaging with customers and stakeholders to shape user-centered solutions
- I openly engage product managers, engineers, and researchers to shape digital solutions aligned to business goals and technical constraints

INFLUENCE AND ADVOCACY

- I strive to act as strong advocate for customer-obsessed design, winning hearts and minds and working to engage stakeholders through compelling storytelling and visual communication
- I proudly represent my org's design team in external industry events, contributing to the broader design community
- I strongly advocate for a healthy and beneficial work/life balance for the members of my teams

POINT B

Experience Design
Principal, Studio LeadChicago \ Portland \ Seattle
January 2019 to June 2021

- Established and grew the Point B Digital Design Studio in Chicago and Portland, supporting the Digital Strategy and CX Transformation Practice, providing mentorship and career guidance for 20+ FTE and contract resources
- Directed strategic experience design and delivery initiatives for key account relationships including Costco, Microsoft, Starbucks, and Nike. Highlights include:

Costco \ Global SIP Desktop and MOBL Platforms

UX and Product Design leadership and delivery for the Costco Global Retail Sales Platform

- Defined overall UX strategy and provided overall delivery leadership for nimble team of UX/UI designers
- Shaped and designed the foundational mobile Costco Global Mobile App product for all "non-US" markets

SALESFORCE

Director,
Experience DesignChicago \ San Francisco
November 2015 to March 2018

- Established a new Salesforce Services' Experience Design team in partnership with the Salesforce Ignite team focused on rapid prototyping and innovation strategy
- Operated as key thought and delivery leader for nimble rapid response pods of 3 to 5 resources, driving solution approval from client partners and lead development of functional prototypes via rapid design sprints
- Developed key experience design methods and processes (for both business and delivery) to drive rapid customer experience discovery and strategy development
- Key clients included Amazon, Caterpillar, Fox Studios, Nike, Pioneer Seeds and Paramount Pictures. Highlights included:

Paramount Pictures \ Meru Studio Communications Hub

An all-studio communications app to aid productivity, ensure production oversight and reveal financial insights

- Shaped overall project engagement and helped identified key research opportunities as part of Ignite process
- Assembled rapid-prototyping team to deliver iterative design sprint concept creation on the studio lot
- Wrote and directed final successful \$10MM pitch and solution experience delivery engagement

Amazon \ amazing! Gift Card Sales Channel

Salesforce Ignite initiative yields a new tool to "reinvent office rewards" and yields a significant partnership

- UX Strategy and Product Design lead for rapid prototyping effort to explore how Salesforce could help Amazon sell more gift cards; daily client-facing contact with key client stakeholders
- Harnessed insights about workplace gratitude behaviors and channeled them into shaping a new mobile app
- Participated in the overall Amazon product development process and shared the story of the collaborative journey as Salesforce's annual Dreamforce event

Caterpillar \ Jobsite Tools

Custom IoT application development for a suite of tools devoted to supporting equipment field operations

- Design lead and daily client-facing contact with key client stakeholders, responsible for shaping overall solution vision aligned to overall business goals for two distinct business divisions within Caterpillar

Creative Director,
CXD Design COEChicago \ San Francisco
July 2013 to November 2015

- Refined and grew the Salesforce Services' Customer Experience Design Team Lead and UI Practice Lead, mentoring 30+ FTE resources in Chicago, NYC, SF and London
- Operated as Project Lead for new business development and platform solution delivery, as well as user-experience strategy, from configuration to customization
- Client-facing design team lead for work with Home Depot, Delta Airlines, Coca-Cola, Neil Young's PONO, SAB Miller, Canon, PlayStation and more. Highlights included:

Home Depot \ Dept. 24 Paint and Project Color

Reinvention for Home Depot's primary digital paint sales channel and the creation of new way to sell paint

- Shaped and sold the CXD Design COE's first standalone sales win, initiating new work with an established client and yielding \$5MM/per in product design initiatives
- Harnessed insights Starting of the Dept. 24 Paint sales cycle and customer behaviors, the subsequent 3-year roadmap leading to the redesign the Home Depot digital paint department online, within the app, and in-store via POS kiosks in Year One
- Shaped, sold and delivered follow-on *Project Color app*, a popular "paint project pre-visualization tool"

Neil Young's PONO \ PONO Music Community

Channeling the private fascinations of musician Neil Young into a public unveiling of a new Salesforce platform

- Design lead for promotional effort to celebrate Neil Young's PONO Music Player passion project and our Community Cloud product, delivering an engaging content-driven community featured at *Dreamforce*

SKILLS & PROFICIENCIES

App Design & Delivery	Project Planning
Art Direction	Rapid Prototyping
Brand Building	Responsive Design
Design Ops	Usability Testing
Design Systems	User Flows
Design Thinking	User Research
Ecommerce	UX Design Methods
Identity Design	UX Strategy
Interaction Design	Visual Design
Journey Mapping	Wireframing
Persona Development	Workshop Facilitation

Active Listening	Delegation
Change Management	Mentorship
Client-Facing Presentation	Organization
Cross-Team Collaboration	Project Management
Communication	Relationship Management
Creativity	Team Building
Customer Focus	Team Leadership

KEY DESIGN TOOLS

AdobeCC	Illustrator
AEM	Jira
AWS	Photoshop
Azure	PowerPoint
Canva	Salesforce
ChatGPT	Slack
Confluence	Sketch
Drupal	Storyboard
Figma	Teams
FigmaAi	Word
FigJam	Zeroheight
Google	Zeplin

REPRESENTATIVE
BRAND EXPERIENCE

Allstate	Nike
Amazon	Paramount Pictures
Bacardi	Principal
Cars.com	SAB Miller
Caterpillar	Salesforce
Citibank	Sony
Coca-Cola	Sutter Health
Costco	Target
Delta Airlines	T-Mobile
FEMA	United Airlines
FOX Studios	United Healthcare
Herbalife	United States Marine Corps
Home Depot	Wall Street Journal
John Deere	Walmart
Mattel	Washington Post
Nationwide	Wrigley

MANFIEST

Group
Creative Director,
Enterprise UX/UI LeadChicago
February 2011 to March 2012

- › Operated daily as Enterprise Account Team UX/UI Design Delivery Lead guiding the development of large web and mobile app engagements
- › Directed strategic experience design and delivery initiatives with Mattel, Barclays, Allstate, Tomica and more. Highlights included:

Mattel \ Barbie: Life in the Dreamhouse

Bringing with world's most famous doll to life a decade before Margot Robbie did it

- Creative Director and Strategy lead for three core experience elements – a support environment for the series' video player, ancillary content directly related to the series (such as the *B Friends* "fauxial network that allowed Barbie fans to engage with her and her friends in a scripted Facebook-like environment) and a "toybox" of associated games and activities, such as Barbie's "Dream Closet," a digital dress-up game.
- Capably handled to write in the voice Barbie as copywriter for all "in-world" Barbie and friends dialogue found within the *B Friends* network and *Life in the Dreamhouse* environment.

SAPIENT

Creative Director,
NA Central UX/UI LeadChicago
Sept. 2006 to February 2011

- › North American Central UI Practice Leadership, account- and project-level team lead for comprehensive, large-scale digital solution strategy and design execution in fast Agile delivery environment
- › Supervised and provided career management for 100+ multidisciplinary FTEs across six North American offices, including Chicago, Kansas City, Denver and more
- › Creative director for key initiatives with Target, John Deere, Sprint, CDW, Wall Street Journal, Washington Post, HGTV, Discovery Channel, Minneapolis StarTribune, Wrigley, Allstate, and Chicago Public Schools. Highlights included:

Target \ Target.com Redesign

A "from the ground up" evolution to the nationally known retailer's digital storefront

- Paired a strong experience strategy effort with rapid iterative conceiving that in turn fueled intense agile sprint-based delivery to fundamentally impact and evolve how Target engaged their customers
- UX/UI Product Design & Delivery Lead for a project team of 35+ designers and copywriters (part of a total team of 800+ resources on 3 continents) across five distinct, concurrent tracks of delivery work

John Deere \ The World of John Deere

A global research and strategy initiative that articulate an evolved digital existence for John Deere

- UX/UI Product Design & Delivery Lead executing a 5-year roadmap to transform John Deere's digital channels, including a global makeover to *Deere.com* in 90 countries around the globe, as well as foundational work for a retail parts experience and collaborations on assorted in-cab digital products

JWT

Creative Director,
Team LeadMinneapolis
Sept. 2005 to Sept. 2006

- › Team lead for Digital Design Group, guiding team and driving process enhancements to improve efficiency, delivery, and collaboration
- › Creative leadership for marketing and digital design initiatives for United States Marine Corps, FEMA, and United Healthcare. Highlights included:

United States Marine Corps \ Marines.com

Driving the development of three mission critical recruitment sites, demonstrating benefits of service

- Creative Director for a 15+ UX/UI/Copywriting/Research team, working directly w/Recruiting Command
- Realized a 40% week over week increase from the previous year, and a 900% improvement from previous online recruiting efforts.

TARGET

Creative Director,
Digital Studio LeadMinneapolis
February 2005 to Sept. 2005

- › Digital Design team lead for Target.com, focused on key Seller Experience initiatives
- › Led key Target.com interface redesign initiatives, including Checkout, Wedding Registries and official corporate site. Managed 30 FTE direct reports. Highlights:

Target \ Ready.Sit.Read!

UX/UI designer for online hub for youth-oriented summer reading book club program.

Target \ Retail Refresh

Team lead for 25 UX/UI resources on seasonal, quarterly and weekly display content updates to Target.com.

FORMATIVE ROLES

DLXD Contract	CD AD Strategy	02.2002 \ 02.2004
SAPIENT	Senior Art Director	12.1999 \ 01.2002
EDELMAN	Creative Director	12.1997 \ 12.1999
DESIGN KITCHEN	Senior Art Director	12.1996 \ 12.1997
COMCORP	Senior Art Director	03.1995 \ 12.1996
MAGNANI	Art Director	08.1993 \ 03.1995
JWT	Production Intern	05.1993 \ 08.1993

SCHOOLING

DRAKE UNIVERSITY

Bachelor of Arts, Graphic Design & Journalism

Des Moines, Iowa

08.1989 \ 05.1993