

## MERKLE | DENTSU

### Group Director, UX West XD Studio Lead

Remote  
03.2023 \ Present

Studio Lead for the West Coast Product Design Studio, with team members in CA, OR, WA, AZ, CO and TX as part of the global CX&C Experience Design (XD) group – equal parts digital consultancy and product design shop, with a dash of modern-day marketing agency on top. Responsible for senior UX account leadership with multiple key account relationships, including Herbalife Nutrition, National Vision, Nationwide and Principal Financial.

#### Herbalife Nutrition \ Herbalife One Platform

The \$5BN publicly-traded global multi-level marketing corporation, undergoing a massive brand reinvention, enlisted Merkle to address their digital tool suite for their global audience of customers and nearly 5-million-strong Herbalife distributor network. One of two project co-leads from initial solution concepting through Phase 1 of their global rollout, we addressed brand and product content, distributor sales and business management tools, and built out foundational Wellness and Loyalty programs.

**Role Details** – XD Design & Delivery Team Co-Lead, with day-to-day oversight for up to 100+ globally distributed UX, UI and copywriting resources, with team members in the US, India and Brazil. Directed launch of brand and product catalog sites in 30 countries as part of global roll-out. Provided design leadership to exploration and development all subsequent foundational toolsets.

#### Blue Triton Brands \ Brand Site Revitalization

A lagging legacy account that believed Merkle may have lost their ability to surprise and delight, working in partnership with a revitalized leadership team, I helped secure the relationship and lock in an additional \$5MM experience design budget to help reinvigorate multiple key bottled water brands, including Saratoga, Poland Spring, Splash, Ice Mountain and Ozarka.

**Role Details** – Primary UX lead for account sales effort. Day-to-day leadership for overall XD delivery team.

#### National Vision and Arrow Electronics \ Digital Transformation and Design System Development

Two distinct clients with very different audiences, but ultimately sharing similar design challenges, including the need to rapidly stand up new transactional sites on new underlying technology platforms with from-scratch foundational design system development driving the overall pace of the work.

**Role Details** – Day-to-day design delivery leadership for two global project teams with resources in India, Brazil, Germany, Portugal and China, through initial strategic client and customer research, ongoing client relationship management, solution concepting and ownership of both design system builds.

## DLXD | CONTRACT ROLES

An assortment of post-pandemic roles offered meaningful purpose and continued professional growth with new challenges and team environments.

### UX Director Lead Product Designer

Remote  
06.2021 \ 03.2023

#### Costco \ via Point B \ Global SIP Desktop and MOBL Platforms

Continuing UX and Product Design leadership and delivery of the Costco Global Mobile App and Global Retail Sales platforms. Led UX design research initiatives and provided product design for quarterly iterative release schedule in Australia, China, Germany, Korea, Japan, Mexico, New Zealand and the UK. Significant functional enhancements included multiple Cart and Checkout revisions, creation of the Costco digital membership card, and new transactional experiences for “Shop by Delivery Type” and “Tire Center Purchase.”

### Lead Brand Designer

Remote  
06.2021 \ 03.2023

#### Taffer Consulting \ Restaurant Identity Design

Although outside my core digital design path, the post-pandemic era offered a chance to utilize my brand design chops and support the creation of multiple identity systems for a myriad of restaurants in GA, IL & WI.

### Senior Product Designer

Remote  
10.2021 \ 12.2022

#### Roadpass Digital \ Product Design

It was with great joy I was able to collaborate with a former direct report now Studio Lead in her own right on a series of updates and enhancements to multiple mobile apps owned and operated by Roadpass Digital in support of RV travelers in the US, including *Roadtrippers*, *TogoRV*, *RVillage* and *Compendium*. I also had the opportunity to lead strategic design and begin foundational UX on a new app to be called simply “*Roadpass*,” intended to provide a suite of roadside assistance and travel tools to RV enthusiasts.

### Senior Director of Product Design

Remote  
10.2021 \ 04.2022

#### Cars.com \ via Saggezza \ Cars.com Commerce Platform

Engaged by Chicago digital consultancy Saggezza to support their *Cars.com* relationship, I served as a fully embedded leader within the *Cars.com* Product Design organization for 7 months as their Interim Senior Director of Product Design. Responsible for daily oversight and management of the Design Team, as well as cross-disciplinary collaboration and planning.

## DESIGN LEADERSHIP EXCELLENCE

For over 25 years, I have led remarkable teams of talented UX strategists and designers – focusing on digital transformation, customer success and product design – shaping solutions and experiences that create business impact and help customers achieve their goals.

I am passionate about helping clients explore and shape their vision and working with them to “make it real.”

I excel at building and scaling high performing design teams to tackle the biggest business challenges.

I seek to build on a lifetime of experience leading teams in building the next “experience of a lifetime.”

## 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                    |

## POINT B

**Experience Design  
Principal, Studio Lead**  
Chicago \ Portland \ Seattle  
01.2019 – 06.2021

Experience design direction for key account relationships including Costco, Microsoft, Starbucks, and Nike. Established and grew the Point B Digital Design Studio in Chicago, supporting the Digital Strategy & Marketing Monetization Practice (largely CX focused). Provided career leadership for 20+ resources – FTEs and contract – across 3 locations.

### Costco \ Global SIP Desktop and MOBL Platforms

UX and Product Design leadership and delivery for the Costco Global Retail Sales Platform (SIP Desktop). Led and executed the design of the foundational mobile Costco Global Mobile App product for all “non-US” markets.

## SALESFORCE

**Director,  
Experience Design**  
Chicago \ San Francisco  
11.2015 – 03.2018

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

### Paramount Pictures \ Meru

Working with Paramount to expand the Salesforce footprint within the organization, an initial pilot of the Chatter product within one team led to a studio-wide effort to identify opportunities to accelerate comms and enhance information sharing internally. The Producer persona was identified as the key role to realize immediate benefits from process and tooling improvements, and Meru was designed to quickly surface and share key details of any production for the right members of the team, anytime, anywhere. Results included a \$10MM project engagement plan and significant new license sales.

**Role Details** – Design lead, research support, and client partner. Directed overall solution response.

### Amazon \ amazing!

What began as an effort to see how Salesforce might provide an additional channel for Amazon to sell Gift Cards became a thoughtful effort to develop a tool that would help corporations everywhere “reinvent ‘Thank You’ in the workplace.” Insights derived from initial research drove the build-out of this fun new tool that was showcased at Salesforce’s annual Dreamforce event and bolstered the org’s relationship with Amazon.

**Role Details** – Design lead, research support, and client partner. Directed overall solution response.

### Caterpillar \ Jobsite Tools

As with all things Salesforce, what began as an effort to ensure license sales and renewals became a global research effort to understand potential positive impacts IoT-enabled equipment could play in client jobsite management. A suite of mobile and desktop tools was developed and prototyped to point the way forward.

**Role Details** – Design lead, research support, and client partner. Directed overall solution response.

**Creative Director,  
CXD**  
Chicago \ San Francisco  
07.2013 – 11.2015

Salesforce Services’ Customer Experience Design Team Lead and UI Practice Lead. Project Lead for new business development and platform solution delivery, as well as user-experience strategy, from configuration to customization to R&D prototypes. Team leadership and career management for 30 FTE resources. Key clients: Home Depot, Neil Young’s PONO, Coca-Cola, Sony PlayStation, SAB Miller, Canon, Delta Airlines.

### Home Depot \ Dept. 24 Paint and Project Color

The CXD team was most often dependent on existing account relationships for new business, so this, our first standalone sales win was uniquely notable for both the win and the \$5MM/per year body of work it brought in. Starting as a strategic assessment of the Dept. 24 Paint sales cycle and customer behaviors, the subsequent 3-year roadmap saw us redesign the Home Depot digital paint department online, within the app, and in-store via POS kiosks in Year One. Follow-on work led to additional refinements and quarterly release roll-outs, and set the foundation for Project Color, a “paint project pre-visualization tool” used to increase customer confidence.

**Role Details** – XD Sales Lead for initial winning pitch process. Product design lead and client partner.

### Neil Young’s PONO \ PONO Music Community

A Hawaiian dockside friendship between musician Neil Young and Salesforce’s Marc Benioff led to this fun collab between Young’s PONO Music Player passion project and our Community Cloud product. Designed and delivered an engaging content-driven community that was featured at Salesforce’s Dreamforce event.

**Role Details** – Design lead, research support, and client partner. Directed overall solution response.

## 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         |

## TOOLS

|              |            |
|--------------|------------|
| AdobeCC      | Photoshop  |
| AEM          | PowerPoint |
| AWS          | Salesforce |
| Azure        | Slack      |
| Drupal       | Sketch     |
| Figma        | Storyboard |
| Figma Slides | Teams      |
| Google       | Word       |
| Illustrator  | Zeroheight |
| Jira         | Zeplin     |

## MANFIEST

### Group Creative Director, UX/UI Lead

Chicago  
02.2011 \ 03.2012

Enterprise Account Team UX/UI Design Delivery Lead guiding the development of large web and mobile app engagements. Strategy and Design leadership for key accounts and project initiatives with Mattel, Barclays, Allstate, and Tomica.

#### Mattel \ Barbie: Life in the Dreamhouse

We partnered with Mattel's Barbie Brand team to bring to life the iconic doll's first serialized animated series. Our team addressed 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.

**Role Details** - Not only account, design and research leadership, but 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 Lead

Chicago  
09.2006 \ 02.2011

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. 100+ multidisciplinary FTEs across 6 North American offices. Key clients: Target, John Deere, Sprint, CDW, Wall Street Journal, Washington Post, HGTV, Discovery Channel, Minneapolis StarTribune, Wrigley, Allstate, Chicago Public Schools

#### Target \ Target.com Redesign

A "from the ground up" makeover for Target's digital storefront, Sapient's Target.com redesign 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 online.

**Role Details** - XD 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 articulated 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.

**Role Details** - Co-lead for research and strategy, global UX/UI director for *Deere.com* transformation.

## JWT

### Creative Director, Team Lead

Minneapolis  
09.2005 \ 09.2006

Team lead for Digital Design Group, guiding team and driving process enhancements to improve efficiency, delivery, and collaboration. Creative ownership of marketing and digital design initiatives for United States Marine Corps, FEMA, and United Healthcare.

#### United States Marine Corps \ Marines.com

Utilizing content and imagery created by actual Marines in the field, we worked for a year in the design and development of three mission critical recruitment sites, demonstrating benefits of service while noting participant behavior to shape online conversations between Recruiters and potential recruits. In an era of reduced volunteerism for the armed forces, the USMC realized a 40% week over week increase from the previous year, and a 900% improvement from previous online recruiting efforts.

**Role Details** - CD of 15 person UX/UI/Copywriting/Research team, working directly w/Recruiting Command.

## TARGET

### Creative Director, Digital Studio Lead

Minneapolis  
02.2004 \ 09.2005

Digital Design team lead for Target.com, focused on key Seller Experience initiatives, as well as Special Projects. Led key Target.com interface redesign initiatives, including Checkout, Wedding Registries and official corporate site. Managed 30 FTE direct reports.

#### 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