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EXPERIENCE

Senior User Experience Designer, Design Foundations Team | Nielsen Media | January 2023 - February 2024

- Content Lead on the 4-person Design Foundations Team at Nielsen: Created the Unity Design System, a set of design principles, accessibility guidelines, components, patterns, code, and documentation to advocate standards and authenticity
- Mentored and guided 10+ other designers, product managers, and developers to accomplish ethical, impactful and innovative work
- Drove the design process across separate engineering, product management, and strategy teams, juggling different timelines and fast-paced Agile life cycles for 30+ projects
- Empowered 30+ colleagues to learn and apply best practices to dozens of Nielsen products, implementing comprehensive globalized, localized, and inclusive design and development solutions
- Enabled the entire company -- 40,000+ people in 55+ countries -- to quickly deliver world class experiences using Nielsen's complex data systems and data visualizations

Senior User Experience Architect | Nielsen Media | August 2016 - January 2023

- Trained and advised a team of 10+ designers on wireframing and prototyping techniques, using tools such as Figma, Axure RP, Sketch, Adobe Photoshop and Adobe Illustrator
- Guided teammates in creating pixel-perfect designs and solving complicated design problems at scale for 30+ new and legacy projects and 2 different design systems
- Took the lead on scoping, planning and documenting information architecture, connecting context-dependent, disparate systems and comparing internal and external client pathways for a $90M business unit with 400+ clients
- Expertly communicated design strategy and rationale, backing up choices with research that focused on identifying core needs, mapping out user journeys, performing task analyses, and applying design thinking to product strategy
- Led the design of the Nielsen Analytics Console, a portal for analysts and planners to collect, cleanse and prepare data and facilitate delivery pipelines for marketing and advertising analysis and research projects

User Experience Designer | Tukaiz Marketing | August 2015 - August 2016

- One-person UX department leading a team of 10-20 developers and project managers to create compelling digital experiences that meet client objectives and user needs
- Built interactive prototypes and wireframes into pixel-perfect UI designs, ensuring consistency and adherence to guidelines

Mobile Front-End Developer | FCB Chicago | April 2012 - May 2014
Senior Mobile Front-End Developer | Sears Holdings, User Experience Group | June 2011 - April 2012

EDUCATION
M.S., Human-Computer Interaction, DePaul University, College of Computing and Digital Media, June 2016
B.A., Communications: Broadcast and Film Production, University of Iowa
Certifications: WAI0.1x: Introduction to Web Accessibility, Certified Scrum Master, SQL Server Administration

TOOLS
Figma, Axure, Sketch, Miro, Mural, FigJam, InterplayApp, React, Angular, Storybook, Git, Gitlab, Adobe Creative Suite, Google Workspace, Jira, Slack, d3js, R, Qualtrics, UserTesting, Optimal Workshop, InterplayApp