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EXPERIENCE

August 2016 - February 2024
Nielsen Media
Senior User Experience Designer, Design Foundations Team

- 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 more than 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 more than 30 projects over 8 years
- 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 -- more than 40,000 people in over 55 countries -- to quickly deliver world class experiences using Nielsen's complex data systems

Senior User Experience Architect

- Trained and advised a team of at least 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 approximately 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
- Expertly communicated design strategy and rationale, backing up choices with research that focused on identifying core needs, mapping out user journeys, and applying design thinking to product strategy

August 2015 - August 2016
Tukaiz
User Experience Designer

- 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 wireframes and supported concept development into pixel-perfect UI designs, ensuring consistency and adherence to guidelines
- Maintained accuracy in a high volume environment while iterating on designs based on feedback for more than 10 clients
- Demonstrated functionality and user flow by building interactive prototypes

May 2014 - August 2015
Independent User Experience Consultant

- Guided content strategy, designed wireframes, prototypes and information architecture, customized content management systems (CMS)

April 2012 - May 2014
FCB Chicago
Mobile Front-End Developer

- Fast-paced agency web development for 15-20 clients, focusing on mobile and responsive design, progressive enhancement and graceful degradation

June 2011 - April 2012
Sears Holdings, User Experience Group
Senior Mobile Front-End Developer

- Teamed with 3-5 front-end developers on new UX development initiatives and platform enhancements across sears.com, kmart.com and the associated portfolio of brand properties
- Developed front-end client-side interactions using HTML, XHTML, CSS, XML, RSS, JavaScript, Flash
- Made recommendations on front-end technologies, leveraged best practices, estimated and tracked time across 2-3 simultaneous projects, and developed and documented methodologies, standards and best practices for the User Experience Group
- Collaborated with information architects, visual designers and developers to produce front-end solutions and new design concepts, and consulted with stakeholders on design enhancements

January 2010 - January 2011
WLS Radio
Director of Digital Media

- Managed all website content for 2 radio stations (WLS-AM and FM), administered content team and digital sales packages
- Collected and presented website analytics and key insights reports to leadership
- Wrote and edited 24-7 breaking news, built social media program from the ground up, and tripled site traffic and digital revenue

EDUCATION

DePaul University College of Computing and Digital Media
M.S., Human-Computer Interaction, June 2016

University of Iowa
B.A., Communications: Broadcast and Film Production