

## PROFILE

A nimble, creative, research-driven **design and communications professional** with twenty years of experience solving ambiguous organizational challenges by **delivering products, strategy, research, and media that delight users and exceed business goals.**

**Have successfully partnered with** a diverse client base, resulting in **accelerating innovation at a Fortune 5 company by delivering end-to-end user research and product design for enterprise applications**, delivering successful **UX strategy and products** for fundraising campaigns exceeding **\$28 million**, visual/UI design for over **60 clients**, award-winning short films, and extensive B2C copywriting.

**Brings a wealth of expertise in organizational communication**, including design leadership and experience delivering workshops and keynotes at over 1000 events for 215,000+ people.

### CREATIVE SKILLS

Figma  
Adobe Creative Suite  
Product research and design  
UI and design systems  
Responsive web design  
Branding  
Motion design  
E-learning strategy and design  
Copywriting & editing

### ADDITIONAL SKILLS

Team leadership/mentoring  
Workshop/training facilitation  
Content strategy  
Keynote speaking

## RELEVANT EXPERIENCE

### SENIOR UX DESIGNER AT CVS HEALTH

REMOTE | 2022 - PRESENT

**Delivers end-to-end product design for cloud-based enterprise software**, operating within the Extreme Programming (XP) methodology, while championing organizational adoption of Human Centered Design best practices through workshop facilitation and leadership support.

- Supports products across the Enterprise Technology Services portfolio, including PBM Client Billing, Cloud Infrastructure, and Pulse Design System.
- Arrives at a deep understanding of user pain points by conducting 1:1 interviews, event storms, design studios, and prototype validation.
- Synthesizes research and validation results to create final product UI & interactions, working with engineering on a daily basis (before and after hand-off) to ensure visual and interaction fidelity, while addressing any blockers they encounter.
- Leads product demos, retrospectives, workshops, and stand-ups, achieving alignment with product teams, users, and business partners.
- Enables colleagues by contributing to the development of the Enterprise Product Acceleration (EPA) copywriting guide, Figma UI Kit, and Pulse Design System.

### MARKETING & COMMUNICATIONS DIRECTOR AT PVUMC

PARADISE VALLEY, AZ | 2019 - 2022

**Provided creative and strategic leadership** for all public-facing initiatives, overseeing department employees and contractors, managing the organizational brand, and creating, validating, and implementing new products and media.

- Completed redesign of the company website utilizing insights gained from user testing and research, resulting in an increase of web traffic by 36%.
- Designed and built a livestream operation hardware/software UI, virtually eliminating camera operation errors and greatly enhancing broadcast production.
- Increased open rates by 40% on email campaigns by developing a new marketing strategy and visual design.

### OWNER (UX & VISUAL DESIGNER, FILMMAKER) AT STEVE MCCARTHY MEDIA.

REMOTE | 2004 - 2022

**Responsible for client acquisition and the delivery of products and media**, including research, wireframing, testing, user experience, and user interface design.

- Created the branding, visual design, and responsive landing pages for a successful 20 million dollar fundraising campaign.
- Led creative efforts to create an industry-first, highly profitable online piano tuning school, providing branding, UX/UI design, & course creation.

### AREA DIRECTOR AT YOUNG LIFE

TEMPE, AZ | 2013 - 2017

**Successfully devised and executed strategic growth and development strategies** aimed at enhancing the well-being of adolescents. This involved creating and implementing programs and curriculum, reaching a weekly audience of 100-3000 individuals. Effectively mentored, led, and expanded teams across new and existing program sites.

## EDUCATION

**B.A. IN LIBERAL STUDIES (ORGANIZATIONAL COMMUNICATIONS)**

NORTHERN ARIZONA UNIVERSITY | 2009