

## SKILLS

### PRODUCT

Workshop Facilitation  
UX Research  
Usability Testing  
Interaction Design  
Prototyping  
XP/Agile/Scrum

### MANAGEMENT

Design Team Management  
Development and Training  
Coaching/Mentoring  
Client Management  
Financial Oversight/Reporting

### CREATIVE

Brand Development  
Creative Development  
Social/Web/Print Production  
Film/Video Production

### TOOLS

Figma  
Adobe Creative Suite  
Sketch  
Final Cut/Premiere  
After Effects/Cinema 4D  
ChatGPT & AI Tools

### EDUCATIONAL DEVELOPMENT

Curriculum &  
Content Development  
Educational Training  
Staff Development

## DIRECTOR, PRODUCT DESIGN | CREATIVE DIRECTION | EDUCATOR

Accomplished Product Director with expertise in creating exceptional user experiences and interface designs across multiple industries. Skilled in all stages of product design; discovery, research, client and stakeholder management, to specifications, build and post-launch iteration and improvement. Demonstrated success working across larger organizations to small nimble startups, scoping the right effort and resources, and communicating the best solutions to all stakeholders. Very comfortable in complex problem spaces, and believe that constraints enable greater creativity.

## EXPERIENCE

### ButlerBantz Communication & Design, Chicago, IL

2007 – PRESENT

Created branding, visual, interactive and content development for a wide range of clients and needs. Headed UX/UI for media and industrial clients, providing end to end design research and solutions. Researched, strategized and served as the product designer for pharma project work.

### UX/CREATIVE DIRECTOR, Chicago, IL

- Clients: Disney, Mattel, Girl Scouts, Scholastic, Continuum, Nielsen Media, Arcade Therapeutics

### 7MODES, PRODUCT DEVELOPMENT, Brooklyn, IL

- Clients: Astellas, Sanofi, Jazz, GSK, Abbvie

### Northern Trust Corporation, Chicago, IL

4/2021 – 1/24

### VP, DESIGN DIRECTOR, GOALS DRIVEN WEALTH MANAGEMENT

Directed Northern Trust's wealth management platform, leading the product launch September 2023.

- Redesigned Northern Trusts flagship cloud-based advisory tool representing 75B AUM, increasing client and partner satisfaction and adoption.
- Supported training for 1200+ advisors with unified training materials, supporting a consistent user experience.
- Hired and managed GDWM design team of 5-7 designers/researchers serving multiple teams and domains.

### Coding Dojo, Seattle, WA

10/2020 – 7/2022

### DIRECTOR, UX/UI PROGRAM

Designed and created entire UX/UI curriculum, hiring, onboarding, as well as instructing for domestic and overseas launch. Researched, developed, reformatted and launched program serving over 300+ students at launch.

- Created all content for 12/24 week Full/Part-time UX Program, domestic & international, creating \$1.5m in new revenue.
- Hired and managed all staff, created marketing and social media and cultivated 50+ industry connections for student projects/placement

Flatiron School, New York, NY

4/2018 – 9/2020

**EDUCATIONAL DEVELOPMENT MANAGER, UX/UI PROGRAM**

Managed teacher hiring, onboarding and training as well as curriculum development and implementation for expansion of the UX/UI program into 8 campuses and 3 online programs.

- Launched, hired, and facilitated teacher management and scaling from 150 to 1700 students annually.
- Trained 30+ instructors in 9 new campuses in 18 months, standardizing instruction and student experience.

Designation, Chicago, IL

9/2016 – 4/2018

**CREATIVE DIRECTOR/LEAD INSTRUCTOR**

Served as the lead in-person UX/UI instructor, training over 200+ designers, teaching staff, and numerous industry contributors. Created curriculum, sourced and managed client projects, and student outplacement.

- Helped promote and steer startup into \$3m acquisition by Flatiron School.
- Created client-based projects working with over 500+ startups, a prime differentiator in the UX education space.

Continuum/Blue Chip Marketing, Northbrook, IL

12/2015 – 9/2016

**ASSOCIATE CREATIVE DIRECTOR**

Developed clinical trial marketing campaigns for Takeda, Abbvie, Merck. Led multi-channel creative executions, managed a team of designers and copywriters.

- Drove 3x recruitment numbers in Abbvie pharma trials from best-tested concepts.
- Managed \$5m in ad and concept development costs, driving \$15m in revenue.

Mattel/American Girl, Middleton, WI

11/2013 – 6/2015

**SENIOR CREATIVE MANAGER, VISUAL CONTENT**

Served as the Content Visual team lead responsible for managing staff, budgeting and workflow to produce digital, print, and entertainment content. Worked cross departmentally with Product Design, Marketing, Brand and Tech.

- Oversaw all creative development within a team of 10-12 designers, producing 100+ titles per year.
- Developed new Netflix series character style, storyworld and transmedia plan, leading AG into streaming services.

Girl Scouts of the USA, New York, NY

2/2010 – 11/2013

**CREATIVE DIRECTOR**

Managed design staff, budgets and workflow to produce print and digital content. Responsible for Girl Scout branded design reaching more than 2.3 million girls, families and volunteers.

- Oversaw digital development for Girl's Experience, including virtual Cookie Sales.
- Created new Badge and Guides curriculum, driving over \$12m in increased revenue.
- Launched numerous co-branded girl-facing websites, increasing engagement by 50k+ views/month.

**ADDITIONAL RELEVANT EXPERIENCE**Disney Consumer Products, White Plains, NY, **CREATIVE MANAGER, CONSUMER PRODUCTS**Disney Adventures Magazine, Northampton, MA, **ART DIRECTOR****EDUCATION****BACHELOR OF FINE ARTS, BFA** School of Visual and Performing Arts, Syracuse University, Syracuse, NYHonors Program **Major:** Art/Design **Minor:** Photography**PROFESSIONAL DEVELOPMENT****DESIGN AND ILLUSTRATION** School of Visual Arts, New York, NY**INFORMATION TECHNOLOGY FOR BUSINESS, AND PERSONNEL MANAGEMENT**

School of Management Marketing Management, University of Massachusetts, Amherst, MA