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**SUMMARY / 1994 – 2019**

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**25+ Years Visual Design**  
**23+ Years Interactive & Web**  
**17+ Years User Experience**  
**16+ Years Agency Experience**  
**13+ Years Consulting**  
**5+ Years Remote**

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**EDUCATION / 1990 – 1996**

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**Rocky Mountain College of Art and Design**  
**1994 - 1996**  
Bachelor of Fine Arts Degree, Advertising and Graphic Design.

**The Colorado Institute of Art**  
**1992 - 1994**  
Associate of Applied Sciences Degree, Visual Communications.

**University of Maryland, Asian Division (Okinawa)**  
**1990 - 1991**  
Asian studies & East Asian Civilizations.

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**UX EXPERIENCE / 2002 – 2019**

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**UX Evangelist**  
User Centered Design, User Experience Design, UX Researcher, UX Strategy, Customer Experience, Competitive Analysis, Personas & Goals Information Architecture, Interaction Design, Users and Goals, Wireframing, Prototyping, Software UI, Site Maps, User Flows, Journey Maps & Design Specifications.

**Brand Experience**  
Atari, Avaya, Bank of the West, Best Buy, Bing, BlackBerry, Buy Happier, Carter Lumber, Charles Schwab, Cisco, Electronic Arts, Eidos, Forza Motorsports, Google, Gymboree, Hands On Mobile, Havahart, Intel, Jameson Whiskey, JD Edwards, Loyal 3, Mens Wearhouse, Microsoft, MonthlyClubs, Moores Clothing, Namco, Nature Made, Nintendo, Panasonic, PG&E, Red Giant, Rodan+Fields, Sam's Club, SEGA, Sony, State Farm, Synaptics, Taconic, Wells Fargo, William O'Neil, Windows Azure & YuMe.

**Agency Experience**  
Archer Design, EVB, Grand River, Hot Studio, Moore and Price Design, Odopod, Publicis Modem, Razorfish, Real Branding, Sequence, Singlebound Creative The Linus Group and YW Design.

**Financial Experience**  
Wells Fargo, Charles Schwab, Bank of the West, William O'Neil & Loyal 3.

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**TECHNICAL EXPERIENCE / 1994 – 2019**

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Adobe Creative Cloud, Adobe XD, Agile Methodology, CSS3, Human Interface Guidelines, HTML 5, InVision, Javascript, JIRA, Material Design, Microsoft Office 365, Omnigraffle, Responsive Design, Sketch & Word Press.

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**UX / CONSULTING / 2006 – 2019**

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**Revolut Led Solutions, Facilities Resources Group, Energy Innovations Group, Qubit Energy, Argus Advanced Technologies, The Linus Group, Grand River, Inc., Bank of the West, Publicis Modem, LOYAL3, EVB, Sequence, Razorfish, Wells Fargo, Odopod, Real Branding, Hot Studio and J.D. Edwards.**

**Information Architecture:** Concept, Research Trends & Best Practices, Stakeholder & Customer Interviews, Competitive Analysis, Content Audit, Constructing Sitemap/Information Architecture, Users & Goals & Crafting Personas.

**User Experience Design:** Strategy Brief, UX Brief, Designing & Reviewing Hi Fidelity & Low Fidelity Wireframes, Responsive Wires Frames, Agile Iteration for all form factors (Mobile, iPad/Tablet & desktop) and building frameworks to expand on.

**Interaction Designer:** Interactive States, Responsive States, Interactive prototypes & navigation for flash/xhtml based sites.

**Visual Design:** User Interface Design, Data Dashboards, Portals User Flows, Mock Flows, Wire Flows, Work Flows, Task Flows, Specs for Ecommerce & Financial clients, Illustrations, Innovate and Redesign over a hundred new icons for an internal network web applications.

**Usability Testing:** Planning, organizing, recruiting and helping execute usability testing for online applications. Team based collaboration & executing mockup layouts & templates for client/customer needs.

**Additional functions:** Gathering, creating and integrating briefs, mockups, wireframes, wire mocks, sitemaps, copy decks. Liaison and project management with outside vendors.

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**UX / CREATIVE / EMPLOYMENT / 1987 – 2018**

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**Creative Direction:** Reviewing all approved Design Comps, documentation and providing Visual Assets & Copy Requirements for all content areas for projects. Writing final document and delivery for client meetings and internal stake holders. Created, supported and lead all creative efforts for all companies prior to the merger, UX Design, Visual Design, Information Architecture, Creative Direction for all specs, publications, web site, flyers, presentations of four individual LED consulting, manufacturing, installation & distribution companies.

**IKON EFS January 2018 – May 2018**

**Technical Design Director**

User Interface Design and User Experience for IoT Security Video Lighting device. Created and lead all creative efforts for the company, UX Design, Visual Design, Information Architecture, Creative Direction for all specs, publications, web site, flyers, presentations of one company that merged from four individual LED consulting, manufacturing, installation & distribution companies.

**Kii, Inc. February 2014 – August 2016**

**User Experience IoT Design Manager & Creative Director**

IoT platforms & mobile applications. Analysis, user research, information architecture, user interface, user experience, detailed wire-frames, site maps, user flows, specs, visual design & creative direction for web. Optimizing the current design process, developing standard design patterns for a IoT, web portal/mobile app provider, data visualization, data dashboards and IoT devices. Liaison & creative direction with Tokyo dev/engineering team.

**Singlebound Creative August 2007 – November 2008**

**Lead User Experience Designer & Lead Information Architect**

Created processes for UX, design & dev. Instituted an index of templates, symbols, icons, fonts, logos, extensions & plugins to improve efficiency of timelines. Research, competitive analysis, personas, users and goals scenarios, sitemaps, wire frames & user flows. **Clients:** Gymboree, Hands On Mobile, Mens' Wearhouse, Moore's Clothing, Synaptics, YuMe and Ztail.

**Simucad Design Automation - Silvaco International March 2002 – August 2006**

**User Experience Designer, Information Architect & Creative Director**

Responsible for all corporate communications including: external websites (4), internal website, logo designs, identity branding, usability, collateral, data sheets & brochures. In addition I provide the user experience, interaction, information architecture, graphic user interface design and developed a family icons for eighteen software applications.

**Xtime, Inc. March 1999 – November 2001**

**Assistant Art Director**

User interface and interactions for the web based application/reservation engine. Designed and managed the identity, branding, business systems, corporate collateral, trade show signage in addition to web development, webmaster and project management.

**Moore and Price Design March 1999 – March 2000**

**Senior Graphic Designer & Web Designer**

Print advertising, package design, POP, and posters for the electronic entertainment industry. Clients: Atari, Electronic Arts, Eidos, Microsoft, Namco, Nintendo and SEGA.

**J.D. Edwards August 1998 – March 1999**

**Graphic Designer & Web Designer**

Composed corporate collateral materials for sales and marketing. Additional duties included: graphic design, web design, desktop publishing and project management.

**International Learning Systems, Inc. August 1996 – August 1998**

**Graphic Designer & New Media Designer**

Developed and produced learning and training materials for fortune 500 clients. Additional duties included: art direction, web design, multimedia design, graphic design, desktop publishing and project management.

**Colorado State Parks August 1994 – August 1996**

**Graphic Designer & Illustrator**

Created, illustrated, designed and assembled collateral, brochures and trail maps for the State of Colorado. Additional duties included: individual research and visits to parks, press checks and project management.

**USMC August 1987 – August 1991**

**Infantry Squad Leader**

Combat Veteran/Enlisted Non-commissioned Officer/Squad Leader in charge of training and welfare, of 12 Marines during daily operations. Trained in rifleman core competencies, war-fighting and decision making, troop leading procedures, advanced land navigation, how to call for indirect fire, small unit training, communications, infantry rifle company crew-served weapons, munitions and pyrotechnics, scouting and patrolling, defensive and offensive tactics and techniques.

**Expeditionary destinations:** Kingdom of Thailand, Okinawa Prefecture Japan, Republic of the Philippines, Kingdom of Saudi Arabia & the State of Kuwait.

**Additional responsibilities:** maintenance, security and embarkation of weapons for a Marine Infantry Company.

**Honorable Discharge & decorations received during active duty:** Combat Action Medal, Navy Unit Commendation, Meritorious Unit Commendation, Good Conduct Medal, National Defense Service Medal, South West Asia Service Medal (w/two stars), Humanitarian Service Medal, Sea Service Deployment Ribbon, Medal for the Liberation of Kuwait (Saudi Arabia) and Kuwait Liberation Medal (Kuwait).