

A BIT ABOUT ME

I'm a seasoned user experience design leader with over 15 years of experience across the full digital product lifecycle, from strategy and design through development and launch. My expertise spans multiple industries, including automotive, agriculture, manufacturing, advertising, and higher education. I'm deeply passionate about the intersection of design and technology, and how they shape the way people interact with both digital and physical environments.

MY EXPERIENCE

Design Group Manager

General Motors • May 2021 - Present

As a leader of a team of In-Vehicle UX product and visual designers, I am responsible for shaping the user experience of GM's in-vehicle digital interfaces, focusing on comfort, trailering, performance, virtual controls, camera systems, and Advanced Driver Assistance Systems (ADAS) for a wide range of global customers. I guide a team that collaborates closely with localization engineers, writers, human factors researchers, product managers, and software developers to ensure our designs meet the needs of diverse vehicle lines across all GM brands worldwide.

Position Highlights

- Spearheaded the growth and development of a high-performing design team, providing mentorship, guidance, and career coaching to junior and mid-level designers.
- Built strong, cross-functional relationships with product teams, engineering, human factors researchers, program management, and other stakeholders.

Lead Product Designer

General Motors • September 2018 - May 2021

I lead the in-vehicle experience design for audio and climate applications in the infotainment system. I facilitated strong collaboration between various groups (software, creative team, and feature owners) to ensure the design of the audio and climate apps met the needs of our customers.

Position Highlights

- Patent granted on UX design of HVAC interface on the Hummer EV
- Kickstarted an initiative and strategy to re-think how customers engage with in-vehicle comfort
- Helped guide and mentor a fellow designer into a lead position
- Key contributor in our documentation committee to ensure the full UX team had clear direction on how to deliver proper design documentation to our software team

Sr. Digital & Customer Experience Strategist

MRM // McCann • May 2016 - August 2018

As a digital and customer experience strategist I work with General Motor's Retail Sales and Marketing team, Fleet team, and BASF's Agriculture group to develop thoughtfully designed customer experiences based on thorough qualitative and quantitative research.

Position Highlights

- Using research data to design customer journey maps for BASF
- Identifying key customer pain points of farmers to help BASF prioritize where they can have impact
- Formulate insights and forward thinking ideas based on data, research, and trend forecasting
- Create digitally focused recommendations for the Retail Sales and Marketing team at General Motors

Digital Strategist

ES3 • August 2014 - May 2016

As a digital strategist I'm responsible for researching and understanding the client's business objectives, training goals and user base to identify unique digital opportunities and lead the design of new digital strategies. Working closely with account/project managers, designers, developers, and vendors, we outline client objectives and map out the user experience for new digital products we create.

Position Highlights

- Principle strategist for digital solutions on new vehicle national launch tour events
- Provide creative direction for all visual design of digital products
- Proactively research and suggest modern technology platforms to deliver training materials
- Proposal writing for digital products in new business opportunities

Experience Designer

GRID, LLC • October 2012 - August 2014

I designed/developed interfaces for companies of all shapes and sizes, from large automotive companies, to small businesses. I ensured that my design work conformed to modern design standards with consistent user experience in current web browsers, from desktop computers to mobile devices.

Position Highlights

- Principle interface designer on a document review platform used for service manuals used in Fiat Chrysler's dealership service centers
- Redesigned the interface of software used for Fiat Chrysler's Service Information and engineering groups
- Redesigned the user interface for NAVTEQ's web store
- Worked directly with clients on design and content strategies for digital products

Sr. Product Designer

Cengage Learning • June 2010 - October 2012

I lead the design direction of digital research products used in higher education. I collaborated with product managers, software developers, and user experience specialists to user test designs/wireframes for enhancing the experience of our products.

Position Highlights

- Provided design and front end development direction to large software teams
- Created user stories to be tested on products through usability evaluation sessions

User Interface Engineer

Campbell-Ewald • November 2006 - June 2010

As a user interface engineer I helped guide technology decisions and develop websites that fit the creative and user experience needs for clients digital strategies. I collaborated with project managers, art directors, information architects, and engineers.

Position Highlights

- Lead the technical direction on numerous website and social media platforms for client campaigns
- Evaluating new technologies to integrate into the engineering groups toolbox

MY EDUCATION

Michigan State University, East Lansing, Michigan
Bachelor of Arts - Professional Writing, May 2005

BRANDS I'VE WORKED WITH

General Motors • Navy • United States Postal Service •
BASF • Kia Motors • Michigan State University •
Chrysler • Toyota • University of Michigan