

SUMMARY | Outgoing and proactive UX professional with 25 years of experience.

EXPERIENCE

Solution Design Group

UX Consultant

Feb 2021–Nov 2023

- Improved UX maturity through education, defining roles, and creating templates.
- SDG podcasts: [User research](#) and [Getting started with user research](#).
- Tripled website traffic in two months through WordPress UX and SEO work.

Client work

McKesson Medical Supply

UX research and design to migrate ecommerce platform for extended care customers.

- Made it easier for providers and supply managers to find products for patients.
- Reduced steps required to initiate orders and submit insurance information.
- Established process to incorporate research results and prioritize UX for build.

Sentera (Ag Tech)

As a UX lead, inspired employees across the company to enhance the user experience.

- Improved crop production by researching and designing a method to collect and report field data that prescribes immediate actions and enables global analysis.
- CEO promoted the agricultural archetypes and journey map I created.
- Built a research repository and produced roadmap-ready cross-study insights.

UNFI (Food Wholesaler)

UX research to inform customer migration from paper to digital produce ordering.

- Uncovered critical opportunities, previously unknown users, and needed data, functionality, and physical requirements to improve ordering and fulfillment.

Ameriprise Financial

Senior Manager User Research

Jul 2017–Dec 2020

Started and led user research practice supporting 18 agile teams achieving a 6000% increase in annual research output.

- Established processes and recruited within a highly-regulated environment.
- Conducted qualitative and quantitative research to inform decision-making so that websites and apps best serve clients, prospects and financial advisors.

UXPA MN presenter: So you decided to start a research practice

Oct 2018

Senior Manager User Experience

Dec 2014–Jun 2017

Conducted UX design for web and mobile apps and managed a UX vendor relationship.

- Contributed to team development and resourcing as part of UX leadership.

Allina Health

Senior Web Designer/Usability Analyst

Oct 2010–Dec 2014

Conducted user testing, created information architecture, crafted wireframes, designed interfaces, coded, created communications, and generated analytics reports for internal and external sites and applications for a large healthcare system.

Self-employed

Freelance Graphic Designer 1999–2007 and 2009–2012
 Designed for print, Web, branding and marketing communications.

University of Minnesota, University Relations

Senior Graphic Designer 2008–2009
 • Designed for print, Web and more; consulted; managed projects and created logo system and brand resources to standardize decentralized multi-campus system.
 Graphic Designer 2003–2007

Martin Williams Advertising

Designer 1999–2001
 • Designed for print and Web. Created logos, identities and design standards.

UX RESEARCH SKILLS

- Formative, generative, and evaluative research
- Qualitative studies: interviews, usability testing, ethnography
- Quantitative studies: card sorts, click tests, surveys, top tasks, tree tests
- Heuristic evaluations
- Research repositories and actionable cross-study insights
- Personas/archetypes, experience maps, and other strategic documentation

UX DESIGN SKILLS

- Problem definition, requirements
- UX strategy, flows, wireframes, information architecture, interactive design, HTML/CSS
- Design system and pattern library development
- Search term analysis, results design, and optimization
- Content management strategy
- Metadata development
- Training
- Design research, competitive review

EDUCATION

Certified Usability Analyst, License 2013-4573
 Human Factors International

Master of Business Administration
 University of Minnesota
 Minneapolis, MN

BA with honors in graphic design, minor in Spanish
 American University
 Washington, DC

SOFTWARE

Design: Adobe Creative Suite, Figma
 Research: Lookback, Optimal Workshop, Qualtrics, UserZoom
 Analytics: Google Analytics 4, Google Tag Manager
 Collaboration: Confluence, Jira, Microsoft 365, Slack
 Content management systems: SharePoint, WordPress
 SEO: Google Search Console, Yoast
 Site improvement: Coveo (search), Siteimprove
 Video: Adobe Premiere Rush, Captivate

INTERESTS

Health, being active, travel, personal finance, the arts, lifelong learning