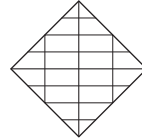
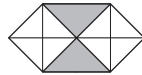
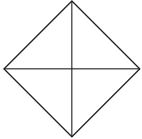


SUMMARY

Creative and analytical problem solver

- Designer, MBA, CUA with agency and in-house experience.
- Balances user-centered design with implementation restrictions and end goal considerations.
- Quick learner and synthesizer of complex information.
- Unites teams and satisfies stakeholders without sacrificing quality or consistency.
- Creates future-proof solutions that allow for content expansion and contraction as capabilities are enhanced and companies are acquired and standardized.



WORK EXPERIENCE

ALLINA HEALTH

Senior Web designer/usability analyst *October 2010-present*

Sole Web designer/usability analyst for 25,800+ employees.

- User testing, information architecture, wireframes, interface design, code, implementation and maintenance strategy, communications and analytics reports for internal and external sites and applications.

Key projects—

- Extensive work preparing for 25,000+ page website content management system migration. Developed responsive framework. Requirements and user acceptance testing.
- Intranet metadata review, user testing and ongoing information architecture improvements.
- Design and css update for Epic MyChart (patient-facing medical record).
- User testing for and design of extranet companion site to Epic (medical record application). Page-specific and site-wide searches that can be refined by locations and other topics.

SELF-EMPLOYED

Freelance graphic designer *January 1999–December 2007, September 2009–2012*

Design, branding and marketing communications. Defined target audiences and goals. Created identities, promotional materials. Web site architecture, UI design and front-end development. Organized, edited and wrote content. Technical production.

UNIVERSITY OF MINNESOTA, UNIVERSITY RELATIONS

Senior graphic designer *2008–September 2009*

Graphic designer *February 2003–2007*

As part of central administration service agency, designed marketing communications and managed the visual brand for large decentralized multi-campus university.

- Principal in-house designer for Driven to Discover brand development and roll-out.
- Increased adoption of University standards and improved communication effectiveness for University units through relationship building, resource creation and consulting.

Design—Print, advertising, exhibit, product, Web/UI, e-mail and social media design for University system, colleges and departments with internal and external audiences. System-wide Web, print and logo templates.

Consulting and project management—

- Set multiple party deadlines, coordinated outside vendors, arranged meetings and communicated expectations to keep projects on track and all stakeholders informed.
- Estimated costs, met budget limitations and saved money through production efficiencies.

Leadership—Presented to groups large and small, fielded graphic standards questions, system-wide, educated leadership on the effects of visual communication policy decisions.

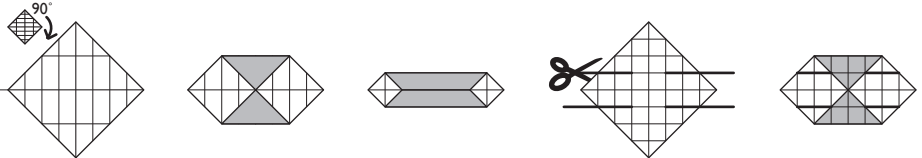
MARTIN|WILLIAMS ADVERTISING

Designer *September 1999–August 2001*

Logo, identity, print and Web design and standards for clients such as Donatos Pizza, Polaris, Powertel (now T-Mobile), Lincoln Financial Group and US Bank.

AWARDS

Effie—2008 gold award
Council for Advancement and Support of Education (CASE)—2005 bronze and 2007 grand gold
University of Minnesota Communicators Forum—2004 and 2008 MIKE award (voted best of the year by fellow communicators); 2004–09: five gold awards (first) and five maroon awards (second).



VOLUNTEER EXPERIENCE

ALLINA HEALTH BIKE TEAM, 2012–present
Co-leader 2013–present

AMERICAN UNIVERSITY, 2009–present
Twin Cities Alumni Chapter committee member
Mentor for honors design student, 2013–present

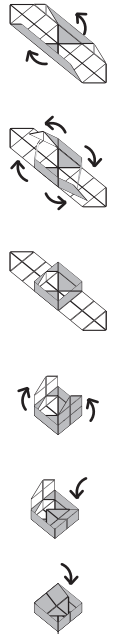
CARAG NEIGHBORHOOD ASSOCIATION, 2010
Wrote neighborhood transportation and economic development plan for city NRP funding.

UNIVERSITY OF MINNESOTA COMMUNICATORS FORUM, 2004–2009
Marketing and promotions committee chair 2005–2007; 2008–2009
Increased membership by 15% from 280 members in 2005 to 324 in 2007.

Director at-large 2007–2008
Convened and educated over 50 previously unconnected University designers.

Conference committee member 2004–2005

AMERICAN INSTITUTE OF GRAPHIC ARTS MINNESOTA, 1999–present
Portfolio 1 on 1 portfolio reviewer multiple years, ongoing
Business Resource Directory committee member 2002



SKILLS

Code—Responsive HTML5/CSS3 and frameworks
Software—Ability to learn and exploit new systems with ease. Content management systems (SharePoint, Oracle Site Studio Designer and Ektron), Adobe Creative Suite, Microsoft Office, Google Analytics, Foresee, Epic MyChart (design-side), Coveo.
Language—Proficient in written and spoken Spanish.

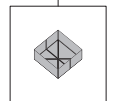
EDUCATION

HUMAN FACTORS INTERNATIONAL, November 2013
Certified Usability Analyst course track and certification (License 2013-4573)

ITIL Foundation Certificate in IT Service Management, April 2013

UNIVERSITY OF MINNESOTA, Minneapolis, MN, December 2008
Master of Business Administration with emphases in marketing and strategic management.
– Accelerated semester and social entrepreneurship at Copenhagen Business School, Denmark.
– Created cost system for Morgan County Rural Electric Association.

AMERICAN UNIVERSITY, Washington, DC, May 1999
BA with honors in graphic design, Spanish minor, magna cum laude.
Division I tennis. Semester abroad in Buenos Aires, Argentina.



Define the box
then think
outside of it.