

Relentlessly customer-obsessed digital experience strategist, business partner and team leader with over 20 years of hands-on and management experience in the design, development and execution of innovative interactive user experiences across platforms and industries. Successfully led and inspired cross-functional teams in delivering consummate digital solutions and actionable results against clear strategic objectives based on the synthesis of user-centered research and the application of human-centered design best practices integrated with agile product development methods. Fostered the growth of practice groups and contributed to the creation of new service offerings.

Areas of Expertise include:

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|-----------------------------------|----------------------------|---------------------------|
| ✓ Design Management & Leadership | ✓ User Research & Personas | ✓ Interactive Prototyping |
| ✓ User-centered Experience Design | ✓ Interaction Design | ✓ Design Systems |
| ✓ Digital Experience Strategy | ✓ Information Architecture | ✓ Pattern Library |
| ✓ Lean UX & Agile UX | ✓ Contextual Inquiry | ✓ Usability Studies |

RECENT EXPERIENCE & NOTABLE CONTRIBUTIONS

EXPERIENCE DESIGN CHAPTER LEADER

Johnson & Johnson • New Brunswick, NJ • 2019 - Present

Established and grew the Experience Design center of excellence internal to J&J's corporate, supply chain, technology services, & infosec business technology organizations, focused on workforce-facing solutions.

- Accountable to four divisional CIOs for delivering experience design support to 40+ priority products
- Partner with leadership from product management, engineering, and business to define the vision for our workforce-facing technology products, elevating product squads' practice of human-centered product design
- Lead & mentor a team of 20+ fulltime & contract designers across the enterprise application product portfolio establishing the processes, practices, and culture to empower teams to build effective, efficient, and delightful products
- Standardize and advocate for human-centered design practices embedded in the digital product solution development lifecycle that measurably improve the lives of J&J colleagues
- Partner with global brand office to strategize and execute on a design system and UI prototyping component library
- Recruit talented full-time and contract experience design practitioners
- Coach and mentor designers on the skills to help them further develop themselves and achieve their long-term career goals and build a culture that elevates the team's performance and morale
- Establish DesignOps processes, design systems, and toolkits to increase the team's effectiveness and efficiency
- Play a lead role in crafting world-class design solutions by gathering and synthesizing user needs, translating complex business and technical requirements into designs for new digital solutions that improve the lives of J&J's global colleagues

KEY ACCOMPLISHMENT:

- 200% YoY team growth, overseeing an XD portfolio of \$4.5+MM investment across 40+ engagements in 2023

DIRECTOR, USER EXPERIENCE

Crestron Electronics • Rockleigh, NJ • 2016 - 2018

Senior leader responsible for the growth and development of an internal User Experience function within the Architecture & Design organization, in support of a business-wide strategic goal of improving the overall quality of the user experience of Crestron's suite of enterprise & residential control UIs, mobile applications and dealer-facing setup applications.

- Managed and mentored a staff of UX designers in the creation of design artefacts supporting multiple projects
- Oversight and coordination of agency vendor partners supporting execution of UX design & UI development
- Led development of the strategic vision for a converged & enhanced user experience for enterprise applications
- Responsible for defining the integration of user-centered design (UCD) methods into the PDLC process
- Spearheaded efforts to create a web configuration design system and UI framework & component library
- Conducted first-ever product usability testing
- Led the development of a design pattern library

KEY ACCOMPLISHMENT:

- GUI Designs awarded patent
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HEAD OF USER EXPERIENCE

REDI Global Technologies • NY, NY • 2015

As part of the leadership of the Product Management team, responsible for facilitating and overseeing the delivery of UX architecture and design delivery in service of new product development as well as ongoing incremental enhancements of the company's flagship institutional trading platform.

- Crafted next-generation UX business strategy incorporating innovation initiatives
- Planned and conducted first-ever programs of quantitative and qualitative user research, inclusive of contextual inquiry, behavioral data analysis and usability studies
- Led efforts to refine UX designs for new product version in collaboration with contract UX staff
- Conducted design studio sessions to ideate potential new product UX
- Spearheaded the development of strategy for a customer self-service portal
- Created research-based user personas

KEY ACCOMPLISHMENT:

- Initiatives forecasted to return greater than \$1MM in annual revenue

DIRECTOR, USER EXPERIENCE

Sparta Systems • Hamilton, NJ • 2012-2014

For a \$90MM enterprise software company, led the establishment of an internal User Experience function within the Product Strategy & Management organization, in support of a business-wide strategic goal of improving the overall quality of the user experience of Sparta's suite of enterprise application offerings.

- Responsible for developing the strategic vision for a future-state enhanced user experience by identifying and prioritizing usability enhancement opportunities
- Overseeing user interface design activities in support of new features across web & mobile platforms
- Pioneered the inclusion of user-centered design (UCD) methods and techniques (e.g. user personas, journey maps, wireframes, pattern libraries, UI prototypes) into the product management and agile development lifecycles
- Managed and mentored a staff of UX designers in the creation of design artefacts supporting multiple projects
- Oversight and coordination of agency vendor partners supporting execution of UX design projects
- Product Manager for the UX (R)evolution initiative
- Championed the use of Lean UX methods to integrate UX design techniques into the agile development approach
- Established Customer Engagement Program enabling qualitative and quantitative voice of customer and user satisfaction research, including conducting first-ever usability testing program

KEY ACCOMPLISHMENT:

- UX (R)evolution initiative forecasted to return greater than \$2MM in annual revenue

PRACTICE LEAD, DIGITAL STRATEGY

EMC² Global Consulting • NY, NY • 2011-2012

SR. MANAGER, USER EXPERIENCE

Pfizer • NY, NY • 2006-2011

SR. INFORMATION ARCHITECT

BusinessEdge Solutions • East Brunswick, NJ • 2005-2006

CHIEF EXPERIENCE ARCHITECT

OmniModis Design / OX Interactive • Cranford, NJ • 2001-2005

MANAGER, CUSTOMER EXPERIENCE

Mainspring (an IBM Company) • NY, NY • 2000-2001

DIRECTOR OF DESIGN

Netfolio.com • Greenwich, CT • 1999-2000

Please see www.linkedin.com/in/uxguru/ for comprehensive C.V.

EDUCATION

Bachelor of Arts, Psychology

YALE UNIVERSITY | New Haven, CT

CERTIFICATIONS

Design Leadership

Cooper

Pragmatic Marketing - Level 2 (PMC-II)

PMI

Simplexity Applied Creativity Facilitator

Basadur