

Chromatic

Account + Tech Lead • 2019-24

- Managed and psychologically-supported 4 engineers of varying experience and skillsets: led one-on-ones, performance reviews (via PIPs and Level-up Plans), resource forecasting, and recruiting efforts and technical interviews.
- Grew the agency's contracts from single-service delivery clientele to full-service partnerships, increasing a contract's revenue by 50% for one contract after several months of remediation.
- Charted courses for a global healthcare security corporation's acquisition of companies, organized and strategized the consumption of their digital properties' contents through several migration and re-platforming projects. As technical lead, headed product decisions for its core web platform establishing myself as the key contact between executive stakeholders and both the agency's and client's production teams. [Read the case study ↗](#)
- Conducted web performance, accessibility, and UX/UI audits and planned/remediated their optimization initiatives. One project resulted in a score increase in Lighthouse performance from 20 to 80.
- Spearheaded the agency's rebrand initiative in 2020: from proposal to implementation. Researched, ideated, and designed a refocusing of the brand's digital strategy which resulted in an award-winning website.

Chemistry (Pittsburgh)

Senior Art Director • 2018-2019

- Devised the digital creative direction, content/UX strategy, and visual design for the Guardian Protection redesign.
- Provided the winning art direction strategy for LifeStyles' SKYN digital redesign.
- Mentored art director and designer colleagues on in-medium, rapid prototyping and designing for web platforms.

Third & Grove

Design Lead • 2015-18

- Built an in-medium, rapid prototyping design practice where one previously did not exist.
- Recruited, trained, and mentored 4 regular (8, accumulatively) designers in the new practice and through behavior- and data-driven design processes; refining the training to a maximum of one month (for entry-level digital designers), adjacent to regular IC duties.
- Analyzed and developed exhaustive UX/UI experiences with supporting journey maps, user flows, and design systems
- Led the redesign and iterative UX/UI optimization of SunPower digital properties, resulting in a doubling of the lead generation statistics via their web platform and increasing brand goodwill with partner and reseller relationships. [Read the case study ↗](#)
- Led the redesign and iterative UX/UI optimization of The Charles Stark Draper Laboratory's digital brand and web portals, resulting in massive increases in user flow to key pages and an average increase of page use/interaction by 24%. [Read the case study ↗](#)

Swedish News

Creative Director • 2006-15

- Directed the editorial art and design of 42 issues of the quarterly lifestyle magazine *Nordic Reach*, with a base of 40,000+ international subscribers, and a permanent spot on Scandinavian Airlines flights for several years in the late 00s.
- Designed and press-checked several novels, cookbooks, and many other coffee-table books and brochures.
- Executed the content and UX strategy, and visual design of the three core web platforms for marketing and community content contributions: nordicreach.com, nordstjernen.com, and xoxosweden.com.
- Orchestrated the creative direction and ideation of countless digital projects from a Volvo-partnered Swedish culture map app to exhibition kiosks of one-off New York City events.
- [Read the case study ↗](#)

Bachelor of Fine Arts • Graphic Design

Concentrations in Gender Studies + Literature

Maryland Institute College of Art ↗ • 2001-05

Printmaking + Photography

Central Saint Martins ↗ • 2003

Managerial Training Intensive

So Now You're A Manager

Plucky ↗ • 2022

Conference Speaker

"Life is not static – your designs shouldn't be either"

No-Code Conf 2019 ↗ • 2019

Awards

- AIGA 365 (x2)
- *Communication Arts*: Site of the Week
- *Design Matters*: Best of Brochures
- dotComm Awards: Platinum, Gold
- International Business Awards: Bronze
- *STEP*: Best of the Web, Design 100
- W3 Awards: Silver (x2), Gold

Sales + Management

- Bamboo
- Google Suite: Docs, Sheets, Templates
- Gusto
- Harvest + Forecast
- HubSpot
- Keynote
- Know Your Team
- Microsoft Office: Word, Excel
- Qwilr
- Salesforce
- Slack

Production

- Asana
- Atlassian: Jira, Confluence, Trello
- Basecamp
- ClickUp
- GitHub
- Hive
- Linear
- Microsoft Office: Teams

Design + Content

- Figma + FigJam
- Canva
- Adobe Creative Suite: XD, Illustrator, Photoshop, InDesign, After Effects
- Affinity Studio: Designer, Photo, Publisher
- Miro
- Whimsical
- Gather Content
- Wistia
- Vimeo
- Youtube

Analysis + CI/CD

- Adobe Tag Manager
- BrightEdge
- BrowserStack's Percy + Live
- Calibre
- Diffy
- Google Analytics (classic UA + GA4)
- Sentry
- StackHawk
- Tugboat

Platforms

- AWS S3
- Drupal 7-10
- Eleventy (11ty)
- Pantheon
- Platform.sh
- Shopify
- Squarespace
- Webflow
- Wix
- WordPress

Language + Syntax

- Config + Data: Composer, JSON, Yaml, Yarn
- Git
- Markup: HTML5, Web Components, Twig, Markdown, Handlebars, Jekyll, Nunjucks
- Scripting: JavaScript, PHP, React, Next, Angular, Python, WebGL
- Theming: CSS3, Sass, SCSS, Stylus, CSS-in-JS