

## CAPABILITIES

- Manage, mentor and inspire highly effective designers and user experience practitioners
- Champion and drive innovative design objectives that delight customers and exceed business goals
- Develop user insights and advocate customer needs with clarity and effectiveness
- Build and direct diverse teams to deliver cohesive and joyful experiences across screens and devices
- Drive strategic partnerships across functional and organizational boundaries
- Thrive and deliver amidst uncertainty and demanding product and technical requirements
- Articulate the customer narrative, separate the music from the noise, and defend the soul of the experience

## EXPERIENCE

### **Ticketmaster** – SVP of Design, Consumer Marketplace

Jun 2017/Apr 2019

Refactored and developed an in-house user experience team, transitioning the discipline from design production to strategic problem-solving partners. Established a qualitative user research program to supplement existing quantitative capabilities. Aligned business, product and technical stakeholders on a shared vision for a cross-platform consumer marketplace that reflected a deep understanding of the customer, clarified the company's mission, and ratified a design ethos. Established a multi-year implementation plan, delivered a unified design system and component library, and redesigned top priority e-commerce product experiences resulting in increased engagement and conversion, reduced customer support call volume, and improved customer satisfaction.

### **DIRECTV/AT&T** – Senior Director, AVP of UX

Apr 2014/Jun 2017

Established design process and culture for in-house design teams, evolving the group from a reactive service department to a critical and trusted creative collaborator. Led the design and execution of the current generation TV experience improvements, including smart-home, hotel, airplane and Latin American product offerings. Defined, planned and drove the next generation UX of entertainment products, across screens and devices.

### **Xbox** – Principal Design Manager (Microsoft)

Sep 2011/Apr 2014

Creative lead for the Xbox 360 and Xbox One console software, directed the creation of scenarios, storyboards, design briefs, process flows, information architecture, wireframes, prototypes, user research activities, and interaction/visual/motion/content guidelines. Worked directly with executive staff and served as design representative for Xbox leadership councils. Built and fostered diverse cross-functional user experience team, including speech recognition and gestural interface designers. Elevated individual and team performance by building a creative environment, rewarding discipline and execution, and establishing a culture of trust.

### **Startup Business Group** – Senior UX Lead (Microsoft)

Feb 2010/Sep 2011

Drove creative vision and UX strategy for Microsoft's machine-vision venture, Microsoft Tag. Built a small, nimble design team to define scenarios, produce requirements, and establish user experience KPIs. Led all user research and validation processes. Delivered end-to-end web and mobile device experience across Windows, iOS, Android, Symbian and Blackberry devices.

**Office 365 – Senior UX Lead (Microsoft)**

Feb 2009/Feb 2010

Integrated three disparate design teams to function as a cohesive UX organization in support of the Office 365 cloud-based productivity suite. Established design principles and processes, developed a flexible UX framework, drove cross-product explorative exercises, and advanced the visual design language. Successfully introduced new rapid prototyping processes to expedite usability research, supported an agile development model, and facilitated executive reviews.

**Office Live – Senior UX Lead (Microsoft)**

Sep 2006/Feb 2009

Led design solutions for Microsoft's small business and document collaboration web applications. Developed information architecture, interaction models and feature integration strategies. Led user experience scenario development across Office and Windows product divisions.

**Office Work Essentials – Lead User Experience Designer (Microsoft)**

Dec 2004/Sep 2006

Established creative vision for the end-to-end user experience of Office Online. Directed team of contingent and fulltime staff in defining the product model, user scenarios, site architecture, taxonomy, visual and content design. Developed conceptual prototypes to facilitate a cohesive vision between the team and executive stakeholders. Maintained cross-group initiatives with external partners, communicating requirements, participating in brainstorming, and negotiating trade-offs. Initiated and drove user research projects to test concepts, ensure exceptional usability, and inform visual guidelines. Created UI specifications for Word, Outlook and PowerPoint add-ins.

**Office Information Worker New Markets – Product Designer (Microsoft)**

Aug 2003/Dec 2004

Designed Office 2003 solutions for financial compliance, human resources, and digital media solutions.

**Information Services – Designer (Microsoft)**

Nov 1999/Jul 2003

Designed multiple releases of Microsoft's corporate intranet site, the world's largest intranet of the time.

**Corporate Marketing Group – Web Designer (Microsoft)**

Mar 1998/Nov 1999

Designed web graphics, wrote HTML, and published content on corporate intranet sites.

**AWARDS & ACHIEVEMENTS****AT&T High Potential Leader Program Member****DIRECTV XLR8R Leadership Development Program Graduate****Certified Agile Framework Agilist****4x Microsoft "Gold Star" Recipient****10 Microsoft Patent Awards****REFERENCES UPON REQUEST**