

Experience

**Intuit** | Mountain View, CA 2002-present

**User Experience Manager, Creative Director**

Evolved and led the Intuit.com user experience team responsible for Intuit Web strategy, user experience consulting and execution in a hybrid business and technology environment.

*Accomplishments:*

- Led first-ever company-wide integrated Web redesign and established corporate standards for design and information architecture.
- Provided Web user experience and digital brand consulting to 10+ acquired companies.
- Drove a series of process improvements: blending and recreating teams, conducting skills assessments, and hiring for gaps (e.g. hired writers and information architects to complement strong visual and interaction design team).
- Introduced new prototyping and research methods (e.g. card sorting and grid characterization).
- Created a 4-stage process: Discovery, Concept Development, Ideation and Detailed Design, Implementation.
- Introduced effective strategic group brainstorming through intense 3-day creative charrette process.
- Led by example; introduced an informal mentoring program for my team to augment employee training and growth efforts by company.
- Drove operational efficiency through rigorous project planning and allocation of resources, realizing measured improvements in on-time, on-budget delivery and client satisfaction.

**Apple** | Cupertino, CA 2001-2002

**Creative Director, Design Manager**

Managed a team of 14 responsible for design and production for Apple's instructional products across media. Delivered integrated programs for Apple's products including iPod, the entertainment suite of Internet tools (e.g., iTunes, iMovie), software and hardware across all worldwide markets.

*Accomplishments:*

- Initiated company-wide information architecture and design process improvements, leading the transition from a traditional print publishing model to a new holistic user experience Web production model using XML and related technologies.
- Reduced operating costs by creating visual instruction system with no translation necessary, and by leveraging design poster templates across hardware family product lines (iMac, eMac).
- Taught a team of 45 in writing and designing for the Web through a series of workshops on information architecture, user profiles, branding and design.
- Managed vendor relations to reduce defects across the US and Asia.

**Independent Consultant** 2000-

*Clients:* frog design, Sun Microsystems, Rosetta Project, Internet Archive, Intuit, New Media Consortium

**RareMedium Broadband Group** | San Francisco, CA 2000-2001

**Director, User Experience**

Led creative team of 15 motion and graphic designers, information architects, user experience designers and developers in conceptualizing and creating interactive television (iTV) applications and broadband-to-PC Web projects.

- Responsible for new business acquisition and successful client relations.
- Ran San Francisco broadband group of a US-wide company.
- Evolved group from a research & development arm to a revenue producing center.

*Clients:* Cablevision, Webby Awards, TechTV

**IBM** | New York, NY 1996-2000

**User Experience Senior Manager**

Creative Director, Software Group 1996-1997, Design Strategy Manager, ibm.com 1998-1999

*Accomplishments:*

- Managed ibm.com User Experience group, an international interdisciplinary team of 19 designers, writers, information architects, strategists and developers in 3 countries.
- Directed IBM's global presence on the WWW, across 72 countries in 16 languages.
- Envisioned and executed company-wide redesign of ibm.com, driving implementation of a new "One IBM" Web design across 250k+ pages throughout all IBM business units, resulting in immediate 400% increase in sales.
- Led worldwide interactive agency consolidation effort, reducing from >60 to 4 worldwide, interactive agency partners. Resulted in annual cost savings of US\$4m+.
- Conceived and developed Web presence for IBM's e-business brand advertising campaign, IBM's first integrated Web marketing effort.
- Played active business development role supporting IBM Global Services Consulting in winning major e-business contracts with Global 50 companies (e.g., Presented Web strategy to Nissan executives in Tokyo).
- Drove worldwide user experience vision for IBM's Web presence, building and directing global Web teams throughout Europe, Asia and South America.

**MCI/News Corp. Internet** (iGuide, formerly Delphi Internet) | New York, NY 1995-1996

**Senior Art Director**

Led interactive design projects at iGuide, a pioneering Internet portal site; conceived and executed designs for Political Pulse, Movies and "InSites," one of the first comprehensive searchable directories of the Web.

**Designer** 1990-1995

Provided design services including: Graphic, Brand Identity, Multimedia, Print, Packaging and Signage.

*Clients and Employers:* National Broadcasting Company (NBC), Disney, John Wiley & Sons, SPY Magazine, Keithley and Associates, Network Imaging Systems, Stewart Design Firm

**Speaking Engagements**

Seybold 2001, NYU Interactive Telecommunications Program (ITP) 2000, Creative Good Experience Design 2000, IBM Ease of Use Conference 1999, Institute of Design-Chicago, numerous IBM conferences and Apple workshops

**Awards**

Graphis International Brochure Design, Ad Age Net B2B Marketing, Business 2.0 Most Usable Web Sites, The Peppers and Rogers Group Top 25 Website, Web Marketing Association 1st place domestic and international, The Financial Times Best Web Site, Inter@ctive Week's Top 500 e-commerce site – third place, PC Week Best Practice e-commerce site, ZDNet Top Ten e-commerce sites, Yahoo! Japan audience survey 1st place

**Featured in**

Fast Company May 2000, Axis Design Magazine (Japan) December 1999, Revolution Magazine October 2000, Tnbt.com September 2000, Byte Magazine March 1996

**Activities**

New Media Consortium  
Board Officer, 2003-present  
Board of Directors, 2002-present

**Languages**

Spanish — Intermediate  
French — Basic  
English — Fluent (Native Speaker)

**University of California at Berkeley**

Graduate Coursework in Wireless Web Development, 2001

Achievements

Education

**New York University**

Masters Degree, Interactive Telecommunications Program, Thesis Pending

**Carnegie Mellon University**

B.F.A., Graphic Design (and Industrial Design), Minor: Creative Writing, 1992

**St. John's University**

High School Scholarship Program, Painting, Drawing, 1987-1988