

I seek executive design leadership opportunities where the people using the product are at the heart of the business.

My career has included designing experiences, leading, speaking, teaching, writing, directing; creating and developing unique, award-winning, and usable software, mobile apps, websites, AI/ML, and AR/VR experiences.

I hold a master's degree in Interactive Media Design and 3 Bachelor's degrees in Music and Theatre.

My hobbies include attending industry events and meetups, singing, acting, restoring classic cars, and training in traditional Kung Fu.

MAD SKILLS

LEADERSHIP	Team building, Mentoring, Management, Product, Scrum, Speaking, Teaching
DESIGN	UX/UI/Service, Conversational, Web, Sound, Instructional, Graphic, Product
TECHNOLOGIES	AI/ML, Generative/LLM, AR/VR/XR, Mobile, Web, SaaS, Consumer, Enterprise
PRODUCTION	Software, Web, Mobile, Graphic, Audio, Video
LANGUAGES	English, Cebuano, Hiligaynon, Tagalog

WICKED EXPERIENCE

PRECOCITY – Chief Experience Officer (CXO), Senior Director of User Experience 2016 - Present

I lead the UX efforts both internally and as a consultant. I work closely with the executive team to define Precocity's UX practice, methods, tools, ethos, and culture. As a consultant, I execute these philosophies and practices for a variety of clients, from research and testing to UX/UI design to audio and video production. I was in charge of sourcing, interviewing, and hiring consultants and executives, as well as mentoring the UX/UI teams. I coordinate with the heads of the Data Science and Engineering departments to align our visions to ensure a cohesive, comprehensive, data-driven design offering.

- Designed, led, and executed Toyota's first usability research initiatives across their in-car and mobile software experiences, helping change how Toyota approaches software projects globally
- Retained as expert witness in UX in an on-going trial between the FTC and a defendant
- Worked closely with the executive team to attract, pitch, and land new business, write proposals and statements of work
- Authored and designed Precocity's branded design process IDEA
- Authored, designed, and built Precocity's branded re-design process and tool EVO
- Represented Precocity at various conferences, networking, building new client relationships
- Consulted with small, medium, and Fortune 10 clients – Research, Information Architecture, UX/UI/Graphic Design, Rapid Prototyping, Usability Testing, Design Studio, Planning, Brainstorming, and Workshops

SERVICE DESIGN NETWORK - DALLAS – Co-founder & Host 2018 - Present

Co-founded this meetup. Almost 5,000 members, and thousands of hours watched on YouTube.

SOUTHERN METHODIST UNIVERSITY – Instructor 2015 - Present

I teach User Experience Design, and Service Design as part of CAPE's design/development certificate programs.

IMPACT UTAH – Chief Experience Officer (CXO) 2015 - 2023

I helped drive the service, experience, and brand design of iMPact Utah, and its holding companies offering best-in-class management consulting across a variety of industries.

IMPROVING ENTERPRISES – Senior Experience Designer 2013 - 2015

As a senior consultant for Improving Enterprises, I represented Improving's UX and Design interests for select clients. I worked both on-site and remotely with them, investigating their current and future products and services. I conducted user research and usability tests and designed wireframes, prototypes, and mockups based on that research. I worked closely with leadership across all teams, including the C-suite, both client-side and within Improving.

- Worked closely with executives, product ownership, and development to ensure quality and correct results
- Major point of contact between client executives and Improving Enterprises
- Conducted user research and usability tests for both new and redesigned projects
- Lead tool and process training
- Spoke at industry conferences
- Hosted user groups and meetings on behalf of Improving Enterprises

STUDIOGOOD – Director of UX/UI 2013

Lead the company in a shift from social to digital agency and establish user experience as a core practice. Along with the leads from development and account management, I lead the development and implementation of a new responsive workflow process to build efficiencies while producing responsive websites, microsites, and Facebook tabs. Some projects required concept-to-execution turnaround in as little as 5 days.

- Helped establish a new responsive, agile design/development process for producing responsive websites.
- Lead brainstorming sessions for idea generation for client pitches, social and marketing strategies
- Interviewed and counseled every person in the company as to what was wrong and how we could fix it - instituted changes to help with major issues and morale.
- Coordinator for design and development teams, ensuring team parity during the lifetime of the project.
- Designed social graphics, posts, and media for major brands.
- Designed responsive websites, Facebook Tabs, and microsites (wireframe, UI, layout, graphics, icons)
- Established regular brown-bag meetings where members of the team could share new ideas and skills with the rest of the company
- Built and established usage of a central company Wiki, and taught teams how to use it

TRIGEO / SOLARWINDS – Director of UX/UI, Lead/Senior Developer 2009 - 2013

I lead the front-end team in the design and implementation of all features and fixes, including front-end development. At TriGeo, I helped completely redesign and launch our most successful product release ever (from UX to icons, to GUI, to packaging) leading to a record year for the company and a key factor in the company's acquisition in 2011 by SolarWinds for \$35 Million.

- Hired, built, and lead a new UX/UI Team of 6 developers and designers
- Designed and developed interaction flow, icons, color schemes and palettes, dynamic dashboards, custom search, and query interfaces, reporting tools, labels, packaging, marketing materials, and more
- Oversaw rebranded and updated product for release just 1 month after the acquisition
- Wrote many custom components, and established coding best practices and standards.

BRAINBOX ENTERTAINMENT – Senior Designer & Flex Developer 2008 - 2009

Contracted to bridge the gap between design and development for a new online customer-facing sporting platform (kronum.com). Helped lead the project in terms of development, scope, communication, art preparation, skinning, themes, and more.

DELVE NETWORKS – Senior UX & UI Designer 2008

UX/UI Designer for the front and back-end applications of this startup focused on video search. Quickly learned new coding skills to take on additional design implementation development roles to augment the team. UX and design implementation were key in the company's acquisition by Limelight in 2010, and AFAIK are still used today.

MEDIAPRO – Development Coordinator, UI Designer/Developer 2005 – 2007

Contracted as Flash developer, quickly brought on full-time to multiple projects for graphic design, video and audio consultation, and voice-over talent. Soon advanced to full-time development coordinator. Trained 2 new developers and oversaw their progress. Highly sought-after designer/developer for internal projects for clients like American Express and Microsoft.

STAFFING TOOLS – Director of Production 2000 – 2004

UX/UI design, MM Director, and Flash development of training and testing for digital design tools

TANTALIZING TALKS

- **UX Without the U is Your X**
- **Ethics Ex Machina: Designing the Future with a Conscience**
- **In Case of Emergency, Break Taboo**
- **The Triforce of UX: How to Hire a Great UX Designer**
- **Service Design: Your Next Career Move**
- **Designing a Great Experience: The ROI of UX**
- **How to Hire a UX Designer**
- **Project Operation: Improving complex systems w/out killing the patient**
- **UX As A Service: 5 Strategies to Elevate Design Thinking in Your Organization**

ILLUMINATING EDUCATION

Master of Science in Interactive Media

Indiana University, Bloomington // 2004

Taught Video Production and Non-linear Video Editing 101

B.A., multiple degrees in Vocal Performance, Music Theory and Composition, and Theatre

Dean's List, Cum Laude

College of Idaho, Caldwell // 2000