

## — product design leader —

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Army Officer turned designer - I'm measured, packed with grit, and can always find a gem in the toughest situations. I'm passionate about human connection and leveraging design as a tool for radical truth and meaningful change. Whether leading a team or personally designing, you can catch me breaking through barriers with curiosity, partnership, experimentation, and a big ol' smile. Currently helping designers create joyful in-store shopping experiences at Target.

### principles

humanity at the core of all things  
clear is kind  
build trust & win together  
try, fail, learn, try again  
measurable, durable frameworks

### leading

12+ years growing and leading teams  
product vision planning, strategy & sequencing  
design mentorship & coaching  
organization process improvement  
translating UX into business value  
workshop facilitation warrior

### designing

design strategy  
visual and interactive design  
information architecture  
responsive web  
progressive web app  
native mobile  
prototyping  
user research and synthesis  
personas and archetypes

### tools

figma  
illustrator  
miro  
atlassian

### education

**Nielsen Norman Group | 2021**

IXD Certification - ID 1043378

**General Assembly | Jan-May 2019**

UX Immersive - #1 of 24 students

**Western Kentucky University | May 2013**

BA Visual Studies - Cum Laude

### work experience

#### TARGET

Senior Manager, UX | 2022- present

- lead enterprise design teams that create intuitive multi-platform experiences for Guest purchase and post purchasing (Stores), 3rd party vendor marketplace (Target+), and item assortment (Item)
- champion UX as a strategic partner; work with cross-functional portfolio to identify UX areas of opportunity and negotiate priorities against business OKRs
- enhance team processes & ways of working: long range planning, sequencing, documentation, cross-functional transparency, design critiques, team building
- drive meaningful results via nourishing a research-driven culture to design in scalable ways with an outcomes mindset
- manage hiring & onboarding
- coach entry to lead level designers towards personalized growth & development goals; empower and foster healthy push-back; performance management
- assist UX Directors with broader team vision, strategy, resourcing, routines, and initiatives

#### US Citizenship and Immigration Services

Senior Analyst, UX | 2021- 2022

- provided user experience, research, and usability expertise to the Verifications Team
- spearheaded internal tool information architecture initiative piloted across the Modernized DevSecOps and Analytics Services II (MDAS II) team then integrated through the IT Program Initiatives

#### FLxD Collective

Senior Analyst, UX | 2020 - 2021

- freelance fun-hustle; consulted and led usability, design/redesign, and branding initiatives for small businesses, startups, and non-profit organizations

#### Defense Health Agency

UX Manager & Sr Designer | 2020-2021; UX Designer | 2019-2020

- created digital healthcare tools that improve the overall wellness of healthcare providers and 8.4 million military service members, veterans and their families
- led geographically dispersed 6 person team while simultaneously responsible for creating native mobile, PWA, and SharePoint experiences and conducting the DHA Usability Lab studies

#### United States Army

Commissioned Officer, Military Police | 2013-2019

- charged with various leadership assignments that directly influenced the strategy, training, and readiness of over 1200 Soldiers for domestic and global combat operations world-wide

### fun experience

house plant whispering, doggy chasing, city slicking, wilderness camping, trail hiking, book toting, novice guided mediation facilitator