

Summary

- Seasoned, versatile Sr UX Designer with extensive experience in product development, production and mobile / website design.
- Ability to seamlessly combining innovation with emerging technologies to deliver unique user experiences at distinguished organizations.
- Adept at integrating design, marketing, and editorial ideas to execute technical specifications.
- Analytical, solutions-driven professional with capacity to facilitate training and collaborate with multiple teams.
- Experience designing for Publishing, Advertising, E-Commerce, Financial Technology (FinTech) and the Medical Technology (MedTech) arenas.

Areas of Emphasis

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|-----------------------|---------------------|----------------------------------|----------------------------------|
| • A/B Testing | • User Research | • Information Architecture | • Product Design |
| • Remote User Testing | • User Interviews | • Agile / LEAN | • Responsive Design |
| • Affinity Mapping | • User Journeys | • Android Materials Library | • Mobile Design |
| • Card Sorting | • User Personas | • Apple iOS HIG | • 508 / ADA / WCAG Accessibility |
| • Empathy Mapping | • Usability Testing | • CSS 3 / HTML 5 / JavaScript 11 | • iOS / Android / Responsive Web |

Professional Experience

ZanTech - Woodbridge, VA

Senior UX/UI Designer, Jan 2021 - May 2023

Consultant for a government sub-contractor. Zantech provides Federal Government Agencies with the solutions and expertise to improve customer services while maintaining high levels of customer satisfaction. Responsibilities included holding design workshops with clients, producing timelines of UI / UX enhancements to their existing product and advising stakeholders of upcoming changes coming soon to the technology platforms that they currently leveraged (Angular, React and Vue).

Turransky, LLC – Aurora, CO

Owner, Jul 2016 - Jan 2021

Direct all aspects of UX firm specializing in provision of bespoke advertising and publishing solutions for small businesses. Collaborate with customers throughout project design and development lifecycle to ensure execution according to client brief. Research and perform prototyping to evaluate new concepts and solutions.

- Design of the Dice iOS and Android "Dark Mode", which has resulted in a 15% increase of user traffic over the first quarter since its release.
- Redesign of the eFinancialCareers "Native Advertising" experience across their E-Commerce sites which resulted in a new \$50k B2B income stream.
- Creation and lead of internal "Design Sprints" within DHi to help clients better identify end-user needs, faster.
- Lead UX architect of AdCellerant's "UI.Marketing" suite of client-facing portals.

VML – Kansas City, MO

Senior UX Lead, Jul 2015 to Jun 2016

Spearheaded enterprise-level projects throughout software development process. Devised overall strategy comprising usability, function, features, and customer experience. Formulated roadmap to identify and develop new opportunities, conduct analysis on existing products and deliver systems architecture-grade solutions. Implemented solutions to fulfill client requirements with enhanced reusability and extended shelf life.

- UX Architect for Ford's "Owner" mobile iOS app.
- UX Director of J.G. Wentworth's first responsive mobile-ready FinTech and E-Commerce site designs.
- Lead UX Architect for Honeywell's protective gear site's long term growth and maintenance.
- Lead UX Designer for the Center for Advanced Healthcare's web site.

Interactive Advertising Bureau – Denver, CO

Senior UX Lead, Jul 2014 to Jun 2015

Lead team accountable for establishing the production of source code and support materials to advance industry adherence to technical standards and specifications. Offered technical leadership and mentorship to staff; nurtured culture of accountability, innovation and team building.

- Co-founder of the IAB's Tech Lab; a consortium of industry leaders that focus on solutions for brand safety, ad fraud; consumer privacy and ad experiences. Members include CBS Interactive, Facebook, Google, Hearst Digital Media, LinkedIn, Microsoft, Oracle, Quantcast, The Trade Desk, and Twitter.

Digital First Media – Denver, CO

Senior UX Designer, Jan 2009 to Jun 2014

Supervised analysis, technical design, and ongoing amendments to site architecture, fundamental software components, processes, tools, and methodologies.

- Oversaw redesign of 100+ web sites across five CMSs in which 30 developers created common, reusable code libraries, unit tests, and automated build processes integrated across all company subsidiaries.
- Architected and handled migration of more than 6500 ad campaigns from Yahoo APT to Google DFPP through creation of custom middleware to translate company's API calls into the other's.

USA Today – Arlington, VA

Senior UX Designer, Nov 1996 to Dec 2008

- Boosted user registration to 380% and site visitors by 21% by utilizing social media APIs, AJAX, and advanced page loading methods; collaborated with multi-disciplinary teams to deliver high-quality user experiences which mirrored brand identity and pushed technical boundaries.
- Designed and implemented the co-branded Barnes & Noble / USA Today "Bookclub" E-Commerce site providing our readers with direct B2C access to everything they had to offer, through our portal.

The Washington Post – Arlington, VA

Senior UX Designer, Jan 1994 to Nov 1996

- Co-designed first Washington Post website and developed first internal Content Management System to automate hourly site publishing.

Educational Background

- **Massachusetts Institute of Technology (1993)** • M.S., Media Arts and Sciences
- **Utrecht School of the Arts (1991)** • Exchange, Image and Media Technology
- **University of Massachusetts at Amherst (1990)** • B.F.A., Computer Graphics

Awards

- **Design** - Communication Arts • The Communicator Awards • The Seattle Show
- **Advertising** - The Davey Awards • Service Industry Advertising Awards
- **Publishing** - Editor & Publisher EPPY Awards • American Society of News Editors

Technical Proficiency

- **UI/UX** - Adobe Creative Suite • Balsamiq • InVision • Figma • Microsoft Office • Sketch • Usabila • UserTesting.com
- **Development** - Apache, Emacs, GitHub, JIRA, MySQL, Node.js/npm/Grunt, Visual Studio Code, XCode