



Professional, seasoned, dedicated User Experience Designer, with 16+ years at Microsoft on website features, design, interaction and illustration.

Creative skills encompass conceptual design and strategic, rapid problem solving. Self-starter works independently or in a collaborative environment. Proven track record leading a team of designers, and designing as a high-level individual contributor.

Business strengths are a thorough understanding of the customer space, and an amicable work style that fosters trust with peers and managers. Possesses full understanding of the design process and software development cycle, from initial wireframe, composites to markup, to final fit-&-finish, to sustained engineering.

Proficiencies:

Interaction Design / UX	Adobe Photoshop CS6	Microsoft Office 2013
Visual Design	Adobe Illustrator CS6	Microsoft Visio 2013
Information Architecture	Adobe DreamWeaver CS6	HTML/CSS

Professional History:

1996 - 2014 *Microsoft Corporation, Redmond*

2014 – present *Interaction & Visual Designer - Microsoft IT*

Microsoft unveiled their new, long-awaited review model in late 2013. The company then needed a new toolset to accommodate the new rewards system, one whose UI mapped to the Windows 8 design language. I created the data visualization UX for the dashboard of the new Rewards@Microsoft. This is the tool that will be used by 80 to 90,000 full-time Microsoft employees under the new rewards system.

Created the UX for the full Administrative set of tools for Rewards@Microsoft. These are the tools that BDMs and/or Admins will use to manage promotions and rewards for Microsoft's employees. The lead designer on this project simply didn't have the bandwidth to produce this bucket given their workload, handed it off to me, and with a few simple conversations, they received what was needed. It was reviewed, iterated slightly, and will be shipping soon on the timeline mandated.

Created the final iteration of the visuals for the HR Web masthead that will also be seen by every Microsoft FTE. This went through multiple iterations of style and treatment. Working closely and seamlessly with the designers on staff in a collaborative environment, bringing my years of experience in visual design to the team, we achieved desired results on schedule.

2013 – 2014 *Interaction Designer - Bing Ads*

Created the UX for an online catalog experience housed within Bing search results. Normally links on search results pages take the user elsewhere, but the business objective was to keep users on Bing. How do you have a deep, rich, visual catalog browsing experience within a search results page, and stay within our own style guidelines? My design overlaid the catalog UI on top of the results page, leveraged the Windows 8 design language, left the user on Bing as required, and allowed them to go back to their results easily.

The revenue driver of this feature is to get users to find and then click a button that takes them to the respective retailer's site for purchase. In studies, 12 of 12 users gravitated toward this button and did indeed click it, as we intended.

2012 – 2013

Interaction Designer and Illustrator – Microsoft Startup Business Group, Fresh Paint

Fresh Paint is the #1 app on Windows 8, with well over 1,000,000 downloads to date. The initial release of Fresh Paint was designed as a clean painting option for children and the UI reflected that. After seeing in social media what the community was producing, it was anything but child-like. New features were demanded, and a new UI to accommodate them. I was the primary designer and producer for a complete UI overhaul of Fresh Paint for Windows 8.1 (a.k.a. Windows Blue). The update shipped July 2013.

I primarily created a total reskin of the product that has received strong reviews from immediate and senior management. Created a modular, compact version of the full UI in direct response to user feedback of the app, and criticisms of Windows 8. Created a light mobile version that makes a full-size touch screen painting app useful on a mobile device.

Created fully realistic, dimensional, interactive vector-based illustrations of our 20+ brushes and tools.

Created well over 100 unique, demographically-focused illustrations that served as revenue-generating interactive activities for our users, from young children to adults.

2012

Interaction Designer – Microsoft IT

Created the user interface that eliminated repetitive log-ons to Microsoft services, for the 47,000+ users on the Redmond domain, by designing a single sign-in experience that is now being used company wide. Formerly, a user would be asked to sign-in to each individual service, each with different UI. My designs consolidated disparate legacy UI from around the company into a single, multi-purpose, easily-recognizable UI in the Windows 8 language, that lead other higher profile services such as Office365, Skydrive, Outlook.com, to mimic.

This was the first Metro sign-in at Microsoft, internally, or externally. After my UI made its debut in early 2012, the sign-in experiences for Office365, Skydrive, Outlook.com that came after were nearly identical in their layout and treatment, ironically making IT a pioneer in user interface in this area.

2009 – 2011

User Experience Designer 2 – Microsoft Health Solutions Group

Primary full-time visual designer for Microsoft's Health Solutions Group (HSG) web property, Microsoft HealthVault, and their partners – such as Mayo Clinic and LabCorp.

Designed a sign-up experience for HealthVault that reduced time-on-task for user account creation from ~30 minutes down to approximately 3 minutes.

Launched new features on Mayo Clinic Health Manager that increased customer satisfaction by 20 points a month after ship, which allowed the product to be put into sustained engineering with that raise in NSAT.

2007 – 2009

User Experience Designer 2 - MSDN/TechNet Design Team

Designed full visual modernization of MSDN and TechNet's online offering, and held ownership of their site-wide nav systems, search user interface, page templates, and graphic usage guidelines.

Unified masthead navigation of MSDN and TechNet, sites with total pages in excess of 500,000, into a single, consistent user experience.

Created, marked up, and launched a page template system that categorized content for 500+ pages. Led a complete refresh that improved customer satisfaction by over 20 points within 4 months after launch.

2005 - 2007

Lead Product Designer - MSDN/TechNet Design Team

Supervised a team of designers as Design Lead during the Visual Studio 2005 launch. Received Gold Star award for work during this period.

Defined style for MSDN and TechNet Web property and created template system for specific developer language sections of MSDN (a.k.a. DevCenters).

Built CSS to work across both sites, hosting multiple content types, across different clusters and platforms.

2004 – 2005

Product Designer - MSDN/TechNet Design Team

Owned day-to-day production for website, and design of new features.

Created style and built all page imagery for Site Management team, from hero graphics to small headline spots.

Fielded requests for 10 – 20 images/concepts per week with ease.

2001 – 2004

Product Designer - Microsoft.com

Teamed to create 20+ page templates as a full template system for Microsoft.com, encompassing Home Page, Nav page, Content pages, and more.

Shaped templates and designed software for Microsoft's newsletter publishing system. Became recognized as the how-to expert on newsletter creation.

1999 – 2001

Product Designer - MSDN Design Team

Developed and refined illustrations plus design for MSDN's Home Page, Library, and DevCenters.

Created an early-generation Community user interaction vehicle for user comments on technical content, and newsgroups.

Served as interim leader of team during a five month gap between managers.

1996 – 1999

Product Designer - Visual Studio Design Team

Served as lead designer for the MSDN News. Designed and produced the print newspaper, working with numerous authors from inside and outside the group. Created intricate information diagrams for complex workflow about a given Microsoft technology. Created all illustrations and identity for MSDN News. Created and developed the online replication of the newspaper for MSDN Online.

Experience prior to Microsoft:

1991 – 1996

Advertising Art Director – Puget Sound Business Journal

Director for in-house conceptualization, design, copywriting, and production of all advertising for a weekly newspaper with a circulation of over 120,000. Worked with 8 sales representatives and more than 100 of their respective clients in a deadline-intensive environment.

1986 – 1991

Production Artist – Seattle Weekly

Produced all newspaper advertising, and held press checks to ensure print quality for each issue.

Education:

Art Institute of Seattle

Associate of Applied Art in Visual Communications

Awards:

Windows Vista Ship-It

Gold Star Award; Visual Studio 2005 Launch

Windows XP Ship-It