

SUMMARY

Creative, design strategist who promotes and utilizes design processes as an integrated component of business development. Professional experience in online media and consumer products. Motivated by a deep commitment to human-centered design and a desire to create value that drives growth and positive change.

DESIGN EXPERIENCE

June 2006 – Present

Interactive Designer, *The Wall Street Journal Online, San Francisco, CA*

(Projects and Accomplishments: econTracker, WSJ “Pressure on the Presses”, WSJ “Holiday Gift Guide”, Automobile “Crossing Crossovers: A Matching Game”, WSJ.com News Graphics Wiki)

- Collaborate with producers and editors to identify new opportunities for website product offerings, features, and functionality that reach the changing needs of the Journal audience.
- Coach printside staff on website capabilities that enhance editorial content via interactive graphics.
- Define and develop design team repository of data and processes for maintenance of WSJ online content.
- Design and develop online interactives from high-level concepts to production. Create sketches, workflows, wire frame diagrams, and prototypes in support of new and ongoing projects. Work in concert with developers and project managers.
- Ensure design solutions match brand and user expectations, are innovative, standards-based, and on time.

Aug 2003 – June 2006

Interactive Production Artist, *The Wall Street Journal Online, New York, NY*

(Projects and Accomplishments: Series Logo, Federal Reserve Monitor Page Re-design)

- Created and coordinated visual graphics that illustrate news stories and other editorial matter for use in daily news, breaking-news and long-term enterprise projects. Integral in the development of high-profile interactives on topics ranging from avian flu to the elections.
- Developed and adjusted WSJ.com chart styles and templates.
- Improved efficiency of evening production.

June 2002 – June 2003

Intern/USPS Domestic Mail Manual Project, *CMU School of Design, Pittsburgh, PA*

This project employed a user-centered design approach and an interdisciplinary team to improve the efficiency and clarity of a key USPS operational manual.

- Intimately involved with development of early prototypes for "A Guide to Mailing for Businesses and Nonprofit Organizations". Researched and assessed customer needs; developed information architecture; created artwork, typography and page design.
- Contributed artwork and development of visualizations for representation of physical requirements for mail pieces (meters, stamps, permit imprints) and complex concepts like "sortation". Prior to the manual re-design, USPS used text only and not a visual display.

SKILLS

- User-centered design methodologies including field observation, interviewing and prototyping.
- Well-organized manager of time and resources, taking on leadership roles to co-ordinate team members in meeting deadlines and delivering high quality work.
- Strong communication skills and builds trust with team and clients. Committed to teamwork, performance, and a positive attitude.
- Detail oriented with strong conceptual skills.
- Graphics, word-processing, presentation programs, and online multi-media including audio, video, Flash, dynamic HTML, CSS, Adobe Creative Suite.

EDUCATION

2010

MBA in Design Strategy, California College of the Arts (CCA), San Francisco, CA

Member of the inaugural class of MBA program that trains leaders to unite entrepreneurship, sustainability, design principals and business practices to transform and grow organizations. Highlights of selected project work:

- Integrated user-centered design methodologies with business practices to identify new market and brand opportunities and to create new products, services, business models and innovation strategies.
- Conducted qualitative research such as ethnographies and expert interviews; analyzed competitive landscapes and trends; synthesized research into user and market insights; prototyped product and service concepts; modeled financial predictions; collaborated on inter-disciplinary teams.

2003

BFA: Communication Design, School of Design, Carnegie Mellon University (CMU), Pittsburgh, PA

Business Management Minor, Dean’s List every semester, University and College Honors

1999

Choate Rosemary Hall

Awards

May 2001

Communication Design Merit Award, School of Design, CMU

1999 – 2003

Varsity Intercollegiate Women’s Swimming, Captain (2002-2003), Honorable Mention Academic All-American

1999 – 2003

Presidential Merit Scholarship, CMU