

Profile

Thoughtful and passionate about creating new experiences, I'm dedicated to designing meaningful products and services that meet the needs and goals of the unique humans interacting with them.

Experience

Walgreens Principal Service Designer
Chicago, August 2018-present

- Lead holistic service design activities for three major external partners, working with multi-disciplinary teams across the organizations to imagine, explore and evaluate new service concepts
- Partner with experts across our organization to implement, monitor and analyze omni-channel product and service pilots
- Collaborate with the research and UX teams to uncover insights, develop recommendations, and craft designs for new digital experiences for both our customers and team members

Drawn (formerly MU/DAI) Design Research Director
Chicago, May 2015-August 2018

- Developed our design research practice which included defining research processes, creating educational materials, and mentoring team members to develop their design research skills and become advocates
- Defined project scopes for design research and provided oversight to design research activities across the organization, often conducting the research and managing the client relationship directly
- Crafted business development materials for design research and participated in client pitches
- Served as UX design lead to both consumer-facing and enterprise projects, guiding research, experience design, and visual design

Manifest Senior Manager, User Experience
Chicago, July 2013-May 2015

- Served as UX designer on a variety of omni-channel experience initiatives, which included defining the post-order communication strategy for a major retail client and co-leading an innovation project
- Led usability testing projects for a customer based insurance experience and developed lean testing deliverables.

IIT College of Architecture Director, Graduate Academic Affairs
Chicago, November 2008-August 2012

- Applied qualitative and quantitative methods to analyze the quality of students' experience as well as the program's competitive landscape
- Strategized recruitment for the graduate program including branding, event planning and content management for materials online and off

IIT Institute of Design Assistant Director, Graduate Admission
Chicago, June 2007-November 2008

- Oversaw applicant data management and provided quantitative analyses of graduate populations, competitive advantages, and recruitment results

Expertise

Collaboration

- Workshop Facilitation
- Design Critiques
- Feedback Design & Facilitation

Design

- Strategy & Vision Presentations
- Service Blueprints
- Journey & Experience Maps
- Storyboards & Personas
- Process, Task & User Flows
- Interaction Design & Prototypes
- Wireframes & Specifications
- Information Architecture & Sitemaps
- Content Strategy
- User Story Writing

Research

- Interviews (Stakeholders & Users)
- Contextual Inquiries & Field Studies
- Concept & Usability Testing
- Card Sorts
- Expert & Heuristic Analyses

Education

DePaul University

M.S. Human-Computer Interaction
2011-2013, Awarded June 2013

Ball State University

M.A. Anthropology
2002-2004 (4 semesters completed)
Awarded a Certificate of Achievement in 2003 and 2004; an Internal Student Research Grant in 2004; and a Travel Grant in 2003.

University of Illinois, Urbana

B.A. Anthropology
2000 - 2002, Awarded May 2002

Joliet Junior College

A.A. Liberal Arts
1998 - 2000, Awarded May 2000