

User Experience Designer

Courage and perseverance have a magical talisman, before which difficulties disappear and obstacles vanish into air.

- John Quincy Adams

Ideation, Product Innovation, and Strategic Thinking -- I have a proven record of managing process driven teams, as well as complex software products and web application development projects, both standard and extremely agile.

I've been a contributor and leader of physical and virtual teams across many projects. I represent the user experience across the organization by breaking down the user needs, strategic vision, and delivery into achievable outcomes that drive user value.

I know exactly what it takes to drive the business, rally the engagement of diverse teams, and effectively manage programs. I'm really a Swiss Army knife relating to program management.

Skills & Experiences:

» **User Centered Design (UXD)**

- User Research & Analysis
- Information Architecture
- Prototyping & Usability Testing

» **Product Management**

- Product Strategy & Planning
- User, Technical, & Business Analysis
- Team Leadership
- Product Marketing

» **Project Management**

- Agile Development (sprint & Kanban)
- "Story" Backlog Management
- Iterative Discovery & Delivery

Career Focus

Product Management: Utilize techniques and tools to research, document, plan, and manage the creation, marketing, and revenue generation of new products. Identify the needs of the customers and translate these into features and valuable solutions. Work with many product stakeholders from across diverse perspectives in the business to act as the "translator" driving the big picture throughout the entire life cycle of a product.

Interactive Marketing: Provided the planning, leadership, and management across department to ensure that the strategies, structures, systems, goals, objectives, and tactics are developed and in place to meet and exceed revenue goals. Possess a range of marketing strategies with great communication skills and moxie under pressure. Thinking creatively comes naturally as does a deep interest in what motivates customers.

User Centered Design: Design products & solutions by placing the end user in focus during the entire design process. Lead user and client meetings, collect and analyze product data to determine feasibility of the product. Create Personas, task scenarios, navigation and solution hierarchies. Help wireframe and prototype the product with various levels of field study or usability testing to ensure ease of use and feasibility.

Project Management: Planned, directed and coordinated activities for projects to ensure goals were accomplished within the scope and budget requirements. Developed project plans, specifying goals, strategy, scheduling, risks, and allocation of available resources. Prepared project status reports to keep management, clients and the team informed of project issues.

Education

Mayville State University (Mayville, ND), Math & English

Professional Training

- » Certified Product Manager (CPM, studied)
- » Certified Project Manager (PMP, prior cert.)
- » Inbound Marketing Professional (Hubspot)

Industry Associations

- » Product Marketing and Management (AIPMM)
- » Project Management Institute (PMI)
- » Institute for Information Architecture (AifIA)

Work Experience

- » Agile Product & Project Management
- » User Centered Design & Information Architecture
- » Web Application Design & Development

Recent Projects

- » Product managed solar energy platform
- » Helped design Ameriprise.com experience
- » Mentored development team on agile method

Geostellar | Martinsburg, WV (telecommute) | November 2016 – June 2017

» www.geostellar.com » Product Management, Kanban Board Management, Agile Delivery

Ameriprise Financial | Minneapolis, MN | February 2014 – October 2016

» www.ameriprise.com » User Experience Design, Information Architecture, Agile Coaching

Inuklook Interactive, LLC (self-employed) | Minneapolis, MN | May 2006 – November 2016

» www.inuklook.com » Product Management, Interactive Marketing, User Experience Design

Project CAP Digital Marketing Agency (contractor) | Minneapolis, MN | August 2012 – January 2013

» www.projectcapmarketing.com » Product Development, Marketing Programs, Project Management

Verisae, Inc. | Minneapolis, MN | April 2008 – August 2012

» www.verisae.com » Product Marketing, Information Architect

RMG Connect (JWT) | Minneapolis, MN | May 2006 – April 2008

» www.jwt.com » Information Architect

U.S. Bank | St Paul, MN | May 2004 – April 2006

» www.usbank.com » Information Architect

Business Incentives | Minneapolis, MN | April 2003 – May 2004

» www.biworldwide.com » User Experience Design & Usability Testing

Zentropy Partners | Minneapolis, MN | October 2002 – December 2002

» www.zentropypartners.com » Information Architecture:

Active Logic Corporation | Minneapolis, MN | April 2001 – August 2002

» www.activelogic.com » Information Architecture & Project Management

Intervise Consulting | Minneapolis, MN | September 2000 – April 2001

» www.intervise.com » Interface Design, Usability Engineering, & Web Development

American Express | Minneapolis, MN | May 1998 – September 2000

» www.americanexpress.com » Online Corporate Communications

References

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