

Product Manager | UX | Interactive Designer

PERSONAL SUMMARY | PRINCIPLES

Results-driven, cross-functional product manager and UX | interactive designer with a proven track record of creating and delivering engaging experiences across the interactive digital space — including desktop, mobile, apps, and multimedia:

- **Empathy:** focus on considerate problem solving, identifying user pain points, and championing innovative solutions;
- **Flexibility:** advocate for user-centered design, agile methodology, iterative workflow, steady learning, and adaptability;
- **Collaboration:** leverage cross-functional skills to optimize analytic decision-making, strategic coordination, and goal-oriented execution;
- **Communication:** prioritize clarity; value every client, stakeholder, and employee; ensure all teams feel recognized and important.

KEY SKILLS | STRENGTHS

Product Management | Product Design
UX | Interactive | Responsive Design

Agile Methodology | Client Services and Resource Management
Wireframes | Mockups | Workflow Optimization | User Testing

PROFESSIONAL EXPERIENCE

WebMD | Medscape

Large Company | 2010 - present

Product Manager | UX | Interactive Designer

2016 - present

Manage, coordinate, and design complex products for the leading digital provider of health information and professional medical education:

- Key leader for program design across Medscape Education; collaborate with stakeholders, provide direction and deliverables for a product portfolio with increasing annual revenue of \$12-50M and workload expanding 20-50% per year — with an over 99% on-time track record;
- Identify, create, and champion innovative product | UX design solutions, gaining key objectives for industry-leading education programs;
- Resource and knowledge leader for multiple custom product, user experience, and interactive project initiatives, and assets across Medscape.

UX and Product Designer | Resource Manager

2013 - 2016

Directed project and resource management for Site UX | Design team; led design meetings and guided teams to achieve strategic solutions:

- Coordinated a complex site-wide redesign and co-branding initiative for desktop and mobile platforms; prioritized workflow for Operations;
- Collaborated and communicated with Sales, Marketing, Editorial, Product, Design, Engineering, and IT to synchronize and meet key goals;
- Created design deliverables, mockups, user research, wireframes, ad campaigns and interactive innovations for ongoing programs.

Interactive Designer | Presentation Specialist

2010 - 2013

Streamlined and upgraded team efficiency, output, processes, and templates; designed interactive learning programs for medical professionals:

- Deployed Agile process methodology and resource best practices across Professional Promotions team, achieving +15% productivity team-wide;
- Designed product and sales templates for an automated site advertising application with revenue of ~\$24M;
- Created presentation materials for VP of product development used at multiple national medical conferences; mentored junior designers.

Senior Interactive | UX | Web Designer

Consultant | Freelance | 2000 - 2010

Created, designed, and implemented interactive and digital design solutions for a wide freelance client portfolio, including agency and pharma:

- Created engaging e-commerce solutions with art, animation, and interaction for pitches, websites, Flash applications, static and interactive ads;
- Liaised with creative, marketing, copywriting, and development teams to deliver inventive and engaging designs for industry-leading brands.

Clients: Grey Group; Hearst; J. Walter Thompson; New York Times; Publicis; Rapp; Saatchi Healthcare; Slate Group; SourceMedia; Harrison & Star.

Renegade Marketing Group

Mid-Size Agency | 2007 - 2008

UX | Interactive Designer | Production Coordinator

Directed UX best practices initiative for Panasonic Consumer Electronics site redesign; educated teams in design and development standards:

- Identified critical roadblocks; proposed and implemented budget-friendly solutions ensuring cross-platform compatibility;
- Provided templates for design and development teams; provided CSS and HTML; supervised troubleshooting.

The College Board

Large Non-Profit | 2004 - 2006

Senior Interactive | Web Designer

Provided program design and user interface development for a site-wide redesign and new applications, optimized content and usability:

- Rebranded assets to upgraded style guides; created new page designs and user interfaces for new site products;
- Collaborated with Design, Editorial, and Development to ensure implementation and quality control; created splash pages, applications, ads, animations, and additional assets.

Nettmedia Inc.

Startup | 1998 - 2000

Graphic | Interactive Designer | Web Developer

Designed and implemented numerous high-profile web sites at groundbreaking, award-winning internet startup:

- Provided full-cycle product creation from initial concept and strategy to developed deliverables for BMG/Universal Entertainment;
- Created innovative interactive animations, graphics, HTML, screen savers, audio and video content; supervised site upgrades.

EDUCATION

Georgetown University | Washington, DC | B.A. in English Language and Literature: College of Arts and Sciences
Product School | New York, NY | Product Management Certification: Core Skills, Best Practices, and Process
General Assembly | New York, NY | User Experience Design Intensive: Core Skills, Best Practices, and Process
University of London | London, UK | Study in European literature: Westfield College

OTHER ACCOMPLISHMENTS

- Founded and managed independent music label: created, distributed, and promoted releases achieving international radio airplay and sales;
- Booked venues and supervised logistics for dozens of concerts at venues in multiple U.S. cities;
- Created audio soundscapes and visual backdrop for large-scale art installations.

SOFTWARE | PLATFORMS

Adobe Creative Suite | Photoshop | Illustrator | Dreamweaver | InDesign | Acrobat | Sketch | Axure | Balsamiq | OmniGraffle | InVision | Microsoft Office | Word | Excel | PowerPoint | Keynote | HTML | CSS | FTP | Squarespace | WorkFront | Jira | Trello | Confluence | D2 | DCTM | Custom CMS