

Strategic visionary with a bias for effective action, helping organizations develop the right thing for the right people in the right way.

## COMPELLING & ACTIVATING SENIOR LEADER

**Positive change agent** with nearly twenty years experience consulting on strategy and design for experiences, products, services, and systems.

**Known for inspiring and leading** global teams to create revolutionary, seamless experiences across channels, touchpoints, and lifecycles.

**Uniquely comprehensive approach** incorporates methods from behavioral science, architecture, design thinking, lean manufacturing, and coaching.

**Integrated understanding** of the big picture & details along with human & technical aspects results in astute root cause analysis, forecasting, and design innovation.

### Pioneering Strategy

- Provide solution-focused and motivating direction to complex challenges
- Uncover advantageous needs, desires, values, motivations, attitudes, and behaviors
- Align business needs with actual customer needs to optimize results
- Identify, qualify, prioritize, and define products, services, and markets

### Innovative Design

- Integrate strategy with a deep understanding of human dynamics to create innovative and tactical experiences, products, services, and systems
- Use and advance human-centered behavioral design and research methods as one of the best ways to reliably satisfy business and user needs, increase adoption and engagement, create new revenue streams, and reduce cost and risk
- Facilitate continuous testing and learning to turbo-charge success and mitigate risk

### Inspiring Leadership

- Quickly gain credibility, becoming a trusted partner and advisor across multiple external and internal constituents at all levels
- Lead and coach multi-disciplinary teams and individuals, from intern to C-level, enabling high performance and engagement
- Align goals, tactics, and teams to drive successful ideation, design, and launch
- Clarify, empathize, communicate, galvanize, and influence
- Inspire and catalyze extraordinary transformation

## PROFESSIONAL EXPERIENCE

### Strategy and Experience Director

 CONSULTANT (1999–present)

Provide consultation and leadership on strategy, innovation, and design.

Engaged by Fortune 100 companies, startups, not-for-profits, and agencies in industries such as healthcare, business intelligence, big data, biotechnology, education, and retail.

Grow and sustain client base through successful relationship and account management.

Lead and advise multi-disciplinary, global teams including senior leadership, strategy, marketing, sales, product management, design, technology, operations, and support.

Deliver measurably valuable and impactful solutions by partnering with clients to:

- Identify and validate vision, strategy, and tactics for new business, pivots, positioning, identity, segmentation, differentiators, products and services, support, and metrics
- Establish deep knowledge of the target audience's experience to uncover opportunities and drive advantageous action
- Define a strategic agenda for continuous transformation of all aspects of the total customer experience that is on-brand, engaging, efficient, and profitable
- Design the end-to-end customer journey, from discovery through delivery and support

## SUBJECT MATTER EXPERT

- Design thinking
- Design doing
- End-to-end, omni-channel strategy, innovation, and design
- Psychographics, behavior, and attitudes
- Human-centered design, behavioral design, service design, CX, creative, UX, HCI, human factors, usability
- Research methods, data collection, and analytics
- Lean and agile process management and design

## STRATEGY FOR

- Business and process transformation and optimization
- Segmentation, positioning, and identity
- End-to-end experiences, products, services, and systems
- Marketing, sales, communication, creative
- Support and satisfaction

## EXPERIENCE DESIGN FOR

- Products and services
- Processes and systems
- Interiors and exhibits
- Print and campaigns
- Software, mobile, responsive, IoT
- Business intelligence, predictive analytics, data visualization, dashboards, games, search, taxonomies, complex transactions, training and learning
- Enterprise, e-commerce, consumer, b2b, b2b2c

## SECTORS AND INDUSTRIES

- Corporate, startups,

- Iteratively design innovative and streamlined services and digital products that address substantiated needs, motivations, and behaviors
- Market and sell to the right audience in the right way
- Generate radical customer loyalty and retention
- Measure and analyze the total customer experience throughout the lifecycle
- Establish in-house CX, UX, service design, and research capabilities and best practices

#### Select clients & brands

- ACT
- Advocate Health Care
- Chevron
- Forevercar
- Grainger
- Haemonetics
- Huggies
- Insurance Auto Auctions
- IRI Worldwide
- Kellogg School of Management
- Kenmore
- Kraft Foods
- Lifetime Fitness
- Motorola
- NHL
- Polish Genealogical Society of America
- Sears Holdings
- ServiceNow
- University of Chicago Center for Spatial Data Science
- Walgreens

#### Agencies & consultancies

- Designkitchen/Wunderman
- Edelman
- Gyro
- Insight Product Development
- Manifest
- Ogilvy & Mather
- Pathfinder Development
- Wunderman
- ZS Associates

#### **Transformational Coach** CONSULTANT (2013–present)

Coach individuals and organizations to optimize performance, increase satisfaction, and improve quality of life — transforming good enough to extraordinary.

#### **Consultant and Mentor** UNIVERSITY OF CHICAGO CENTER FOR SPATIAL DATA SCIENCE (2017–present)

Guide and coach a group of spatial data and social scientists on the use of human-centered and behavioral design, service design, and UX in their work.

- Currently tackling the complex technical and behavioral challenges of matching health services with need in the city of Chicago and other large metropolitan areas
- Developed strategy and mentored participants in a design hackathon, CitySprint, in partnership with the Chicago Department of Public Health and the Public Health National Center for Innovations

#### **Assistant User Experience Director** consultant OGILVY & MATHER (2011–2012)

Guided multi-disciplinary teams on strategic cross-channel experience design initiatives.

#### **Lead User Experience Architect** consultant to employee SEARS HOLDINGS CORPORATION (2009–2010)

Designed innovative experience concepts, applications, and interactions for multiple brands and sites in a rapidly changing, multi-channel, e-commerce environment.

- Conducted and analyzed user research to inform and test designs, including paper prototypes, card sorts, persona workshops, usability tests, and web analytics
- Collaborated to improve process and manifest the value of user-centered design thinking in a large corporate culture

#### **User Experience Designer** consultant to employee DESIGNKITCHEN / WUNDERMAN (2007–2009)

Developed strategy and designed innovative experiences for dozens of complex applications, websites, microsites, business models, and marketing and sales initiatives.

- Key participant in content and delivery of successful new business pitches
- Estimated UX work and advised on total project scope

#### **Director of User Experience** volunteer POLISH GENEALOGICAL SOCIETY OF AMERICA (2005–2007)

Responsible for all aspects of a data-heavy genealogical website including UX, taxonomy, content, visual design, front end development, and backend integration.

- Developed strategy, roadmap, and concepts for site-wide redesign
- Supervised volunteers and consultants

not-for-profit, academic, government

- Healthcare and biotech
- Technology
- Business intelligence
- Consumer goods
- Retail
- Lifestyle
- Automotive
- Insurance
- Construction
- Real estate

#### **VISUALIZING THE EXPERIENCE**

- Journeys
- Experience maps
- Empathy maps
- Ecosystems

#### **CONCEPT DEVELOPMENT**

- Ideation
- Brainstorming
- Rapid visualization
- Prototyping
- Workshop facilitation

#### **DOCUMENTATION**

- Strategic, creative, and experience briefs
- Brand guidelines
- Roadmaps
- Personas and archetypes
- Process and user flows
- Use cases, task analysis
- Business and product requirements
- User stories
- Service blueprints
- Taxonomies and information architecture
- Content strategy
- Mockups
- Moodboards
- Storyboards
- Wireframes and specs
- Heuristic evaluation
- Playbooks
- Standards, guidelines, and pattern libraries

#### **RESEARCH AND TESTING**

- Discovery, design, and

## **Director of Operations** R3D DEVELOPMENT GROUP (2004)

Directed business, design, marketing, and financial operations for a real estate developer and general contractor.

- Managed and coordinated direct reports, subcontractors, and vendors
- Oversaw budgets and managed payroll

## **Architect** consultant and employee DMAC ARCHITECTURE, EJKA, VINCI HAMP, HOLABIRD & ROOT (2001–2007)

Planned and designed interior and exterior environments and system-wide, cross-channel experiences, services, and processes.

- Specialties included programming, end-user research, planning, impact analysis, conceptual design, experience design, service design, interior design, brand strategy, project management, process standards, and relationship management
- Oversaw all phases, including bidding, scoping, discovery, planning, and delivery
- Managed and coordinated interns, general contractors, subcontractors, and vendors

### **Select projects**

- OMA's IIT Student Center
- 900 N. Michigan Avenue branded experience for key common areas, building circulation, and wayfinding
- Branded interiors experience concept for a 150,000 sf tennis club and spa in Montreal
- A university supercomputing facility
- A dual-branded retail experience for two luxury vehicle manufacturers

## **Visual & Communications Designer** HOLABIRD & ROOT (2000–2001)

Designed compelling multi-media presentations and visuals for communicating complex design concepts to potential and current clients, permit and zoning applications and reviews, marketing, and fundraising.

- Designed wayfinding and interior graphic systems for complex architectural projects
- Created photorealistic and conceptual digital architectural renderings

## **Marketing & Research Director** CASCINO VAUGHAN LAW OFFICES (1999-2000)

Developed and implemented marketing strategy specific to welders with neurological disorders.

- Conducted secondary research and analysis in specialized areas of neurology and industrial hygiene
- Managed junior researchers and interns

## **Research Specialist** UNIVERSITY OF CHICAGO LABS (1996–1999)

Conducted primary research in biopsychology, neuroethology, population genetics, and cardiovascular genetics.

## **SELECTED PROJECTS**

### **End-to-End Experience Strategy and Service Design** SERVICENOW

- Identified critical gaps and inconsistencies in the overall customer service experience for a company that specializes in service and business process management
- Galvanized and coached upper management in several departments to prioritize a system-wide approach to customer service design, resulting in several new positions dedicated to overseeing and managing the customer experience
- Developed strategic and effective service blueprints for managing the end-to-end customer experience, which has resulted in ongoing increases in NPS

### **Product Strategy & Innovation** TOP PROVIDER OF DATA-DRIVEN CONSUMER INSIGHTS

- Led the research, strategy, and experience design of a portfolio of new digital products which will revolutionize the world of consumer data and create dramatic new opportunities for the business
- The first product, a game-based reward app, will enable the company to directly engage consumers for the first time and substantially expand its data collection at a lower cost

analysis, from market to ideation to UAT

- Competitive & comparative analyses
- Generative & evaluative
- Qualitative & quantitative
- Attitudinal & behavioral
- Identifying needs, wants, and behaviors: contextual inquiry, ethnography, interviews, concept testing, surveys, questionnaires, diary studies, A/B testing, rapid prototyping, focus groups, feedback analysis, VOC, analytics
- Measuring usability: usability studies, card sorting, tree testing

## **DESCRIBED AS**

- Innovative
- Strategic
- Empathetic
- Engaging
- Intrepid
- Analytical
- Creative
- Encouraging
- Resourceful
- Dedicated
- Versatile

## **KNOWN AS A**

- Motivator
- Activator
- Rapid learner
- Problem solver
- Systems thinker
- Simplifier
- Growth catalyst
- Advocate
- Collaborator
- Active listener
- Decision maker

## **EDUCATION**

### **Master of Architecture**

University of Illinois at Chicago 2003

### **Bachelor of Psychology**

University of Chicago 1999

### **Software and Processes for a Medical Device** HAEMONETICS

- Led the strategy and redesign of software used to operate a medical device and analyze results in operating rooms and labs
- Became a subject matter expert in the science of the device, developing a deep understanding of the exceptionally different user types and device use in context
- Designed an intuitive, simple, unobtrusive application to reduce training time and costs by over 50% and significantly improve outcomes and decrease error

### **Reference App for Physicians** ADVOCATE HEALTH CARE

- Designed a mobile app used by physicians to prescribe the right medications at the right time while limiting patient cost
- The app replaced cumbersome physical cards carried by physicians
- Contextual inquiry revealed actual and ideal use of the cards
- Strategic, research-informed design resulted in a simple, efficient product that saved time and improved patient care

### **Global Business-to-Business Interactive Strategy & Design** MOTOROLA

- Led the phased user experience strategy and redesign of Motorola's business, government, and service provider digital presence and sales tool applications
- Coordinated and worked with over fifty stakeholders internationally
- Developed frameworks and standards which increased design and production and design efficiency three-fold

### **Online Auction Application Redesign** INSURANCE AUTO AUCTIONS

- Led the user experience strategy and redesign of a buyer-facing online auction application for the largest salvage vehicle auction house in North America
- Designed an intuitive interface for a disparate buyer demographic with low long-term adoption rates
- Results included a significant increase in buyer satisfaction, registration, bidding, product inventory, and revenue

### **CERTIFICATIONS**

#### **Professional Integral Coach**

New Ventures West  
expected 2018

#### **Emergency Medical Technician**

National Registry of  
Emergency Medical  
Technicians 2013

#### **Wilderness Emergency Medical Technician**

Wilderness Medical  
Associates 2013