



## Experience Highlights

### Director, Experience Design

Rosetta Interactive

December 2007 – Present

### Sr. Information Architect

Rosetta Marketing

May 2007 – December 2007

- Created program architectures, site maps, wire-frames, flow diagrams, use-cases, personas, scenarios, functional specifications, and usability reviews.
- Represented Experience and Program Architecture(XPA) Dept. in client meetings for requirements gathering and strategy sessions.
- Worked with Consulting and Strategic Services to develop 7,000+ page re-architecture.
- Architected and designed cross-channel RM Programs for multiple clients.

### Experience Architect

Consultant

February 2007 - May 2007 (contract)

- Re-architected checkout process; providing use-cases, flow diagrams, and wireframes for leading nutritional retailer.

### Marketing & Design Director

YardWorks

May 2004 -December 2006

- Directed multi-channel marketing campaigns in online, print, cable, radio, and print media.
- Managed design and project management teams.

### Director of Content and Design

AmeriQuest Transportation & Logistics

March 2002 – May 2004

- Completed content audit, competitive analysis, usability review, and information architecture of online community portal sites and content management system, recommending and managing implementation of suggested improvements.
- Designed, developed, and managed HTML-based email newsletters for online communities.
- Wrote daily news summaries, weekly reviews, and articles for online communities.

### User-Experience and Design Lead

Catapult Creative Group

December 2000 – March 2002

- IA/User Experience Lead for Flash-based application for creating Websites and presentations for handheld Windows CE platform.

### Senior Web Designer / IA

Marketsource Interactive

April 2000 – December 2000

- IA and Designer for online marketing campaigns for MCI and Concerta and others.

### Senior Web Designer / IA

entrade.com

October 1998 – March 2000

- Interfaced with upper management and business partners to insure expectations met for identities, launches, and marketing materials.
- Lead Designer/IA for start-up B2B Maker that became NYSE's #1 performing stock. Created marketing campaigns and materials, designed and launched 9 B2B vertical portals.

### Web Designer

Boeing

May 1995 – October 1998

- Lead IA and design for over 50 departmental sites on Boeing corporate intranet.
- Managed contract staff of 7 Web designers and developers.

## Awards

**Horizon;** 2011, - (Juvederm Mobile)

**Philly Addy;** 2010, Platinum Integrated Campaign - (Jersey Doesn't Stink)

**Creativity International;** 2010, Silver Business Mobile App - (Juvederm)

**Astrid;** 2010, Silver - (HighPoint Insurance)

**IMA;** 2010, Outstanding Achievement - (Jersey Doesn't Stink)

**Philly Addy;** 2010, Public Service - (DonationConnect)

**Philly Addy;** 2010, Silver Non-Traditional Campaign - (Jersey Doesn't Stink)

**Midas;** 2010, Finalist - (Jersey Doesn't Stink)

**IMA;** 2009, Outstanding Achievement - (Natrele Website)

**Best of Philly;** Best Website"

Philadelphia Magazine; 2003

**1st Place People's Choice Award**

International Trucking Show, Las Vegas, 2000

**Best of the Boeing Web**

Boeing Philadelphia, 1997

**Optima Design Award**

Best in Category; CD Pkg 1996



## Education

Moorestown Friends School

Moorestown, NJ

Hampshire College, Amherst, MA

(BA: Philosophy and Fine Art)

The New School, NYC, NY

Master of Media Studies (progress)

Human Factors International

## Organizations

- UPA; Vice President, Delaware Valley '09

- Information Architect Institute

- PhillyCHI



◆ The Information Architecture Institute

## Community Service

- Emergency Management Coordinator

Riverton, NJ 2001-2006

- InfraGard Phila. Chapter, 2001-02