

A design leader focused on creating intuitive, human-centered experiences.

Blending strategy, innovation, and GenAI, with a hands-on approach to UX, digital transformation, and product design to drive impactful results.

Experience

ACCENTURE FEDERAL SERVICES

Senior Manager / Design Director

2023–CURRENT

Led comprehensive GenAI/AI assessments and ideation workshops for USPS, defining four key initiatives with structured implementation phases. Developed and presented detailed narratives, use cases, service blueprints, technical dependency outlines, and viability matrices, shaping USPS's digital strategy and customer engagement efforts.

Designed and delivered an AI-enhanced form tool for veteran suicide reporting in just eight weeks, integrating data from multiple sources to streamline a sensitive and complex reporting process. Led UX research, wireframing, and strategic storytelling, culminating in a leadership presentation that demonstrated the tool's impact on efficiency and reliability.

Provided design direction for UI and data visualizations in monitoring dashboards supporting national organ transportation logistics, earning recognition as a v360 Award finalist for its innovation in healthcare logistics.

As a founding member of the GenAI COE at the Forge, played a critical role in the center's launch, designing visual assets, interactive tour activities, and custom GenAI artwork. Advised leadership on GenAI strategy and applications, shaping a forward-looking roadmap for future projects.

Led UX design efforts for the Department of Commerce, spearheading the redesign of a large-scale data portal to enhance usability and accelerate speed-to-market for data dissemination. Responsible for managing a UX/UI team, conducting design reviews, and presenting insights to stakeholders, ensuring research-driven, user-centered execution.

KPMG / INSIGHTS CENTER

Associate Director

2021–2023

Led the design and development of interactive storytelling experiences to showcase KPMG's complex data and analytics solutions, including AI and ML, through immersive Insights Center experiences. Designed and launched 15+ interactive stories and demos, contributing to \$34.1M in influenced revenue (138% of target) across 172 client sessions in 2021. Managed a cross-functional team of project managers, in-house and offshore developers, streamlining workflows using Confluence, Figma, and Azure.

Skills

Design Leadership

Mentoring & building teams
Hiring & resourcing
On/Off-shore management
Process optimization
Reporting

UX Strategy

Design thinking workshops
User research
User interviews
Personas
Journey maps
Storytelling

Design

Wire framing & Hi-fidelity mockups
Rapid prototyping
Design systems
Data visualizations
Motion graphics
Presentations

GenAI

ChatGPT / Co-pilot / Claude (text)
Sora / Runway (video)
Midjourney / DALL-E (images)
Bolt.new / v0 / Cursor (dev)

Development

Developer coordination / Hand-off
Front-end coding (CSS/HTML/JS)
CMS (WordPress / Drupal / Contentful)
Mobile
AR/VR/XR

Developed a scalable story creation process to align stakeholders (Partners & MDs) and external vendors seamlessly. Designed ICE, a unified design system leveraging Figma and Storybook to drive efficiency and consistency.

Spearheaded the design and development of Ignition+, an online discovery portal, while exploring interactive data visualizations (D3, MultiTaction, Canvas) and evaluating emerging technologies across VR (Glue, Engage) and AR (8th Wall). Led 20+ person workshops in VR, conducted research, and delivered strategic presentations to stakeholders and board members, improving cross-departmental collaboration and operational efficiency.

KPMG / ADVISORY, TRANSFORMATION DELIVERY **2017–2021**
Lead Specialist, Experience Design

Led user research, UX strategy, and UI design engagements for enterprise clients including CNN, Chevron, Express Scripts, and Walmart, as well as 15 internal initiatives. Spearheaded redesigns of low-code platforms such as ServiceNow (Turner/CNN, UnitedHealthcare) and Coupa (Chevron), along with multiple Tableau dashboards (Walmart) to enhance usability and data-driven decision-making.

Designed 20+ rapid prototypes, with two featured at Google Next '17 and '18. Conducted design thinking workshops and user interviews, applying human-centered methodologies to uncover key business challenges and user insights. Delivered UX solutions across web and mobile applications, voice interactions, chatbots, AR/VR simulations, motion graphics, and video production.

Effectively translated complex concepts into user stories, wireframes, and high-fidelity mockups using Sketch, Figma, and InVision, presenting ideas to firm Partners, product stakeholders, and upper management. Served as an advocate for Lean UX methodologies, mentoring and art-directing junior designers to increase efficiency and confidence. Recognized with global innovation awards, hackathon wins, and performance accolades for driving impactful digital experiences.

Previous Experience

UNION+WEBSTER Director, Creative + Innovation	2016–2017
VERVE Vice President, Creative Director	2011–2016
AOL / ADVERTISING.COM Director, User Experience	2007–2011
TRUE PRESENCE Vice President, Creative Director	2006–2007
PLANIT Director, Interactive	2002–2006
ICONIXX Director, Interactive	1999–2001

SAAS / Enterprise Systems
Adobe Experience Manager
Appian
AWS
Google Cloud
Salesforce
ServiceNow
SharePoint
Tableau
Qlik
Workday

Industries

Entertainment & Media
Financial Services
Federal Government
Healthcare & Life Sciences
Insurance
Oil & Gas
Supply Chain / Procurement
Tax & Audit
Technology
Telecommunication

Education

University of Delaware
BFA – Visual Communications

Certifications

IBM Design Thinking
Google Adwords
Google Adwords Mobile
Google Adwords Display
Google Analytics
Google DoubleClick Studio

References

Available upon request