



EXPERIENCE

- **BOOKER** MAR. 2014 – PRESENT  
**Merchant / Customer Facing Booking Engine** providing end-to-end business management and promotion services.  
SENIOR PRODUCT DESIGNER – three agile teams  
SCRUM MASTER 1 year period  
**Classes:** designed booking engine for class/group-based businesses.  
Contributions: wireframing, user research, prototyping, user testing, iterative interaction/visual design, final prototypes for user stories.  
**Android:** designed merchant facing mobile MVP for Android users.  
Contributions: iterative interaction design, final prototypes for user stories.  
**iOS:** desined merchant facing mobile features/UX improvements for iOS users.  
Contributions: iterative interaction design, final prototypes for user stories.  
**Point-of-Sale:** designed EMV (credit card with chip) MVP for desktop browsers.  
Contributions: wireframing, user research, prototyping, user testing, iterative interaction/visual design, final prototypes for user stories.
- **IDEAHATCHER.CO** DEC. 2012 – MAR. 2014  
**Online Startup Incubator Platform** that brings idea generation to the masses by helping with the curating and crowd-funding of startups.  
CO-FOUNDER / UX Design Lead – team of five  
Contributions: user research, needfinding, wireframing, interaction design, visual design, user testing

GRADUATE SCHOOL

- **CARNEGIE MELLON UNIVERSITY** AUG. 2013  
**Master of Human Computer Interaction (MHCI)** QPA: 3.78  
**MHCI Capstone – Roche/Genentech** JAN. – AUG. 2013  
**Decision Support Tool** for pharmaceutical sales representatives who find themselves with an unexpected period of free time  
UX Design Lead – team of four  
Contributions: user research, contextual inquiry, competitive analysis, literature review, wireframing, interaction design, visual design, prototyping, user testing, communications design

EXPERIENCE continued

- **FRANKEL & CO., NY** MAR. – NOV. 2012  
**CheckAlt.com** MAR. – JUN. 2012  
**A Check 21 Application Company** product offering website  
Design Lead – team of three  
Contributions: information architecture, wireframing, prototyping, visual design
- **INFINIA GROUP, NY** JUL. – NOV. 2011  
**College Board** JUL. – NOV. 2011  
**College Completion Agenda – Latino Edition 2011** communication materials including: Progress Report, State Policy Guide, website, event signage  
Art Director – team of eight  
Contributions: print design, interaction design, data visualization



EXPERIENCE  
continued

– **FRANKEL & CO., NY** 2007 – 2011

**Lowboz** JAN. 2008 – PRESENT

**The Chair Silencer** product deployment including: branding, packaging, e-commerce website, how-to-video, remarketing campaign

CO-FOUNDER / Design Lead – team of three

Contributions: branding, package design, interaction design, wireframing, video storyboarding, communications design

**Grasshopper** AUG. 2009 – DEC. 2010

**Preschool Prep Kits** product deployment including: packaging, e-commerce website, how-to-video, remarketing campaign

Design Lead – team of three

Contributions: package design, interaction design, wireframing, video storyboarding, communications design

– **PARTNER, CREATIVE SOURCE, NY** 1997 – 2006

**American Express** JUN. 2005 – AUG. 2005

**Las Vegas, Hawaii, & Quebec City In-Market Guides** with tourist activity and restaurant recommendations; maps with points of interest; and discount coupons to be used on activity and restaurant recommendations

Creative Director – team of three

Contributions: project management, communications design

**Juvenile Diabetes Research Foundation** JAN. 2000 – AUG. 2001

**Rebranding Initiative** deployed as a web repository of brand and marketing material templates for 150 JDRF chapters worldwide

Creative Director – team of fifteen

Contributions: creative direction, project management, branding, interaction design, communications design

– **CREATIVE SOURCE, NY** 1992 – 1997

**MTA MetroCard** MAY – OCT. 1995

**Rebranding Initiative** after all metro station turnstiles in NYC were replaced to accept MetroCards

Senior Designer – team of five

Contribution: branding

UNDERGRADUATE  
SCHOOL

– **SYRACUSE UNIVERSITY** MAY 1990

**BFA Communications Design / Photography**

OTHER

**Accolades:**

- Reimagining the Patient Record 2013: Our entry was selected to be showcased because it “inspired the judges and challenged the status quo”.

**Tool proficiency:**

- Illustrator • Photoshop • InDesign
- Sketch • OmniGraffle • Balsamiq • inVision

**Extracurricular activities:**

- Private Flying • Woodworking • Snowboarding