

Portfolio: www.usecraft.com

Skills: Design Direction, Visual Interface Design, Interaction Design, User Experience Design, Information Architecture

Experience: **DEC. 2012 to PRESENT -- Senior Designer**, RiverMeadow Software, *San Jose*
 I am employed as the product UI designer for an early-stage startup that specializes in migrating servers to 'The Cloud'. I work with executive stakeholders to clarify and articulate the company's long-term product vision. I've created a number of UI mockups and prototypes that demonstrate the current and aspirational capabilities of RiverMeadow's server migration technology. I helped RiverMeadow develop an initial functional proof of concept which was used to validate the technology, secure funding, and attract partners. I'm currently iterating the UI designs as part of an effort to develop a full-fledged server migration service.

MAY 2009 to AUG. 2012 -- Design Lead, Apigee (formerly Sona Systems), *Palo Alto*
 Sona Systems, an API infrastructure startup, created sub-brand Apigee to explore new product ideas. As a contractor and an employee, I designed Apigee's identity and a series of exploratory applications that aimed to make it easier for developers to learn and work with APIs. Apigee was so well-received that the company decided to change its identity. I subsequently directed the rebranding of the company's marketing site and iterated on Apigee's applications for software developers.

JULY 2008 to APR. 2009 -- Director of Design, Swivel, *San Francisco*
 I returned to Swivel and designed Swivel Business, a data sharing platform for small businesses.

NOV. 2006 to JUNE 2008 -- Design Lead, Odopod, *San Francisco*
 I created the information architecture for a MTV-branded local entertainment guide that launched in over 500 colleges nationwide. I was the lead information architect for a redesign of Microsoft's Zune.net. I directed a visual redesign for CNET.com.

OCT. 2005 to OCT. 2006 -- Director of Design, Swivel (originally Grand Central Communications), *San Francisco*
 As one of five original employees at a social data sharing startup, I facilitated the process of defining the problems the company would attempt to solve. I conducted user research, helped define an overall product strategy, and planned the user interaction to support it. Following this, I designed the company's identity and user interfaces for a community-driven site for sharing data.

JULY 2005 to AUG. 2005 -- Human Interface Designer, Apple Inc., *Cupertino*
 I designed a wiki for the Server and Storage Software Group.

JULY 2002 to JUNE 2005 -- Freelance Designer, *San Francisco*
 I designed a number of Flash-based sites for Nike including Nikecycling.com and Nike Women's Soccer. I designed Flash-based cell phone demos for Macromedia. I worked on interactive television applications for Yahoo! I created visual designs for Stanford University's newly-founded design school. I created concept work for MSN.com, and built a colleague's Flash web design portfolio.

MAY 2001 to JUNE 2002 -- Senior Designer, Semaphore Partners (formerly NOVO), *San Francisco*
 I was the interaction designer for the BEHR Color Smart Paint kiosk, which can be found in over 1500 Home Depots in North America. I created the information architecture for a redesign of Network Associates web site. I programmed a number of Flash microsites for General Motors / Cadillac.

APR. 2000 to APR. 2001 -- Design Director, NOVO, *San Francisco*
 I led the design and development of a sales demo platform for BEA Systems. BEA sold over \$400 million in software and services using the demo platform. I created the information architecture for BEA Systems' sales portal. I directed a sales demo for ATG.

Clients:	BEA Systems, Inc.	CNET	Microsoft	NIKE
	BEHR Process Corporation	Macromedia	MTV	Yahoo!

Recognition: NikeCycling.com, Interactive Winner, Design Distinction, International Design Magazine's 51st Annual Design Review
 NikeCycling.com, Interactive Winner: AIGA Grown In California Exhibition

Education: Studied Classics at State University of New York at Buffalo. No degree earned.