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## PRACTICE AREAS

Human-centered design  
Service Design  
Customer Experience (CX)  
Universal Design & Accessibility  
User Research  
Information Architecture  
Conversational UI  
AR/XR/MR

## DESIGN SKILLS

Journey Maps	Usability Testing
User Flows	Prototyping
Wireframing	Agile
Service Blueprints	Lean UX
Workshop Planning & Facilitation	StrUX & CrUX pairing

## SOFTWARE/TECHNICAL

Figma	Photoshop
Adobe XD	Illustrator
Sketch	Miro
InVision	Bluescape
Axure	HTML/CSS

## LANGUAGES

**English** - Native  
**French** - Advanced (C2)  
**German** - Beginner (A2)

## EDUCATION & CERTIFICATIONS

**Mastering Customer Experience**  
May 2022 | Forrester

**Facebook Certified Creative Strategy Professional**  
December 2020 | Facebook

**Certificate in Advanced Design**  
May 2010 | College of DuPage

**Bachelor of Arts in French & International Marketing**  
May 2007 | University of Illinois at Urbana-Champaign

**Diplôme Français des Affaires, 1<sup>ière</sup> degré (avec Mention Très Bien)**  
January 2007 | Centre de langue française de la CCI Paris Ile-de-France

Aug. 2021 - Jun. 2023

## ASSOCIATE DIRECTOR, XD (CX) VMLY&R

*Client: Ford*

- Led cross-functional teams through the human-centered design process from identifying needs through to national launches
- Cultivated team skills and unity through initiatives such as standing open hours and collaborative learning experiences
- Planned & facilitated successful in-person, remote and hybrid workshops with senior client stakeholders
- Developed and templetized deliverables and processes that scaled to multiple teams
- Reinvigorated the user research approach by developing testing standards and moderator guidelines

Apr. 2019 - Aug. 2021

## ASSOCIATE DIRECTOR, UX FCB Chicago

*Clients: Cox Communications, HP, Glad, Discover, Abbvie, Blueprint Medicines, Boeing*

- Led UX on a cross-functional team for an enterprise telecom client building a website and digital design system from scratch
- Built content strategy standards to support responsive website & digital product design processes
- Collaborated with creative leads on innovating engaging multi-platform digital brand experiences to enhance ad campaigns
- Mentored junior team members and managed day-to-day team

Sep. 2016 - Mar. 2019

## INTERACTIVE ART DIRECTOR, UX Ogilvy Chicago

*Clients: Modelo, SC Johnson, Kimberly Clarke, CDW, Grainger, Chicago Sun-Times*

- Developed a UX process and implemented accessibility standards for global CPG and B2B brands
- Produced award-winning web experiences with honors at the One Show, Cannes Lions and Clios

Nov. 2011 - Aug. 2016

## UX/UI DESIGNER Orbit Media Studios, Inc.

*Clients: Terlato Wines, Wunderland Staffing*

Conceptualized, wireframed and designed (UX & UI) responsive websites for clients in a variety of industries.

Jun. 2010 - Nov. 2011

## CREATIVE MANAGER Illini Media Company

Coordinated and mentored student staff. Led an interdisciplinary team as the creative director and project manager through the redesign of 5 media websites.

Dec. 2007 - Jun. 2010

## FREELANCE WEB DESIGNER & DEVELOPER

Designed and developed websites for small businesses.