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## EXPERIENCE

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### **IA Collaborative**

Senior Researcher & Strategist

JANUARY 2008 - OCTOBER 2009

Lead multi-disciplinary teams in the planning and implementation of ethnographic research, including creation of proprietary methods, development of in-depth protocol and coordinating vendors and participants.

Execute research plans and synthesize findings to form user-based strategy and executable design guidelines

Collaborate with client to define corporate strategy and project objectives. Educate clients to better understand the role of the user within strategy development.

Create compelling narratives and frameworks to present user insights to client and internal teams. Facilitate workshops to develop concepts that satisfy user needs and provide competitive value.

Validate research findings and concepts to measure demand and direct strategy. Conduct secondary research to provide understanding of user trends, benchmarks and competitive forces.

### **Gensler**

Strategic Planner

MAY 2007 - DECEMBER 2007

Consulted with clients and architects to help meet strategic goals and employee needs through workplace design. Fulfilled role as office-wide leader and regional resource for a user-centered design approach.

Interacted with high-level stakeholders at all phases of projects including client pitches, strategic definition and visioning sessions, stakeholder interviews and focus groups, and research and design presentations

### **McDonald's Corporation**

Customer Experience Design Intern

JUNE 2006 - AUGUST 2006

Designed a new in-store customer experience and underlying service model balancing brand and operational concerns. Conducted observational and immersive research to develop an in-depth understanding of competitors and customer needs.

Utilized corporate innovation center to create and test several full-scale store prototypes of both store and drive-thru experiences. Conducted debriefing interviews with participants to inform future iterations.

### **Razorfish**

User Experience Intern

JUNE 2005 - AUGUST 2005

Conducted secondary research and stakeholder interviews to redefine and extend proprietary customer experience framework. Created industry-specific case studies and best practice recommendations

### **516 Media**

Design Consultant

OCTOBER 2002 - SEPTEMBER 2006

Independent brand, strategy and design consultant for a variety of smaller companies in a range of industries. Designed corporate identities, marketing materials, product packaging and online experiences.

### **Sony Electronics**

Account Service Specialist

OCTOBER 2000 - AUGUST 2003

Serviced a portfolio of over twenty national accounts totaling over \$5M in annual sales. Included logistics management, accounts receivable and relationship development with account representatives and sales team.

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## CLIENTS & PROJECTS

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- Nike: online strategy and experience
- Procter & Gamble: workplace standards development
- S.C. Johnson: brand strategy and experience design
- McDonald's: service design and workplace strategy
- Nutrient Rich Food Coalition: brand definition and experience design
- Miller Brewing Company: packaging design

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## EDUCATION

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### **University of Chicago**

Booth School of Business

Master of Business Administration: Strategic Management, Managerial and Organizational Behavior

EXPECTED 2012

### **Illinois Institute of Technology**

Institute of Design

Master of Design: User-Centered Design Planning

2007

### **Seton Hall University**

Bachelor of Arts: Mass Communications

1999

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## ACTIVITIES

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### **Noble Network of Charter Schools**

Member, Auxiliary Board

Member, Community of Supporters