

## OBJECTIVE

I seek to find meaningful work where I get to use my strengths in research and behavioral sciences to design effective solutions to tough challenges that benefit the greater good.

## DIGITAL EXPERIENCE

### **R2integrated, Baltimore, MD**

*Associate Director, CX Strategy (Jan 2022 - Present)*

- Lead a team of 1 direct report, 7 indirect reports, and a group of contractors through weekly team meetings, routine project guidance, ongoing mentorship, 1:1 meetings, and team-culture building sessions
- Assign work and manage team workloads to improve leadership visibility of available capacity to support hiring
- Create professional development plans for the team that grow us into specializations that align with our interests
- Collaborate with business development teams on activities to engage new clients, such as solution identification and scoping, sales pitch preparation, and creating thought leadership content like webinars, blogs, publications

*Principal, CX Measurement & Optimization (Aug 2021 - Jan 2022)*

- Work with cross-functional team leads to identify process optimization opportunities
- Facilitate workshops and socialize design thinking methodologies to build company-wide practice
- Co-create a CX CoE to define and share practices to improve offerings and delivery expertise
- Operationalize and socialize the team's processes, tasks, and deliverables around UX Research, Information Architecture, and Content Strategy using Confluence

*Senior UX Architect (May 2020 - Aug 2021)*

*UX Architect (Aug 2017 - Apr 2020)*

- Develop relationship with client stakeholders, serving as their partners to determine project goals and user goals and needs to ensure our strategies are effective and goal-oriented
- Plan and execute formative and generative UX research during project discovery through research methods such as user interviews, surveys, A/B & multivariate testing, analytics reviews, heatmapping analyses, and content audits
- Draft research artifacts, sitemaps, taxonomies, wireframes, and content strategies that help clients prepare for website redesign projects, platform migrations, and brand awareness campaign launches
- Build scalable multi-brand website design systems that enables client teams to create consistent digital experiences and integrate with marketing technologies
- Ensure project success by contributing to additional tasks as needed, such as project management, business analysis, and data reporting

### **Blue Water Media, Greenbelt, MD - JUNE 2016 - AUGUST 2017**

*UX Designer (Sep 2016 - Aug 2017)*

*UX Design Intern (Jun 2016 - Sep 2016)*

- Conducted discovery research and analyzed data to determine strategic direction for website redesign projects
- Built client relationships through stakeholder interviews and presenting discovery summary reports to ensure team alignment throughout the entire project
- Crafted sitemaps, wireframes, and taxonomies that set up the information architecture
- Collaborated with Art Directors & Content Strategists to ensure client's business needs and priorities were shared and accounted for during the later stages of the web build

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## RESEARCH EXPERIENCE

### Johns Hopkins – Psychological and Brain Sciences, Baltimore, MD

*Research Program Coordinator II (Feb 2013 - Jun 2015)*

- Screened, scheduled, and conducted research studies on memory and attention in human participants
- Crafted and optimized research recruitment strategies, accounting for recruitment of diverse audiences
- Assisted the publication of research data for journals and conferences
- Programmed research tasks in MATLAB/Python for ease of use and consistent, thorough data collection
- Sought IRB approval for research documents and protocols to ensure institutional approval
- Collaborated with our principal investigator to prepare applications for research grants

### Center for Sleep and Circadian Neurobiology, Philadelphia, PA

*Research Assistant (Jun 2011 - Jun 2012)*

- Recruited and screened potential research participants to ensure quality data
- Conducted testing and collected data directly with research participants
- Assisted Lead Researcher to prepare materials for publication/presentation

## OTHER WORK & VOLUNTEER EXPERIENCE

- **DC Lindy Exchange** – *Board Member & Director of Web Marketing*
- **Guardian Baltimore** – *Mentor/Educator & Research Assistant*
- **R2i DEI Committee** – *Culture and Communication Sub-Committee Lead*
- **General Assembly** – *Mentor*

## EDUCATION

### University of Pennsylvania (2012) – Bachelor of Arts (BA)

*Psychology; Biological Basis of Behavior; Jazz and Popular Music*

## CERTIFICATIONS

#### Nielsen Norman Group

*Certification in UX Management (SEPT 2021)*

#### IBM Enterprise Design Thinking

*Co-Creator Certificate (MAY 2021)*

#### Adobe Certified Expert

*Analytics Business Practitioner (JULY 2021)*

#### Google Analytics

*Individual Qualification (JULY 2021)*

## AWARDS

**W. R. Grace & Co.** (2021 W3 Silver)

**Eversense Continuous Glucose Monitoring System** (2019 W3 Silver; 2020 AVA Digital Platinum)

**Association for Accessible Medicines** (2017 Acquia Engage)

## SOME HAPPY CLIENTS

Twilio, World Bank, LifeBridge Health, Dreyer's Grand Ice Cream, NORC at the University of Chicago, Association for Accessible Medicines, W. R. Grace & Co., MannKind Corporation, Johns Hopkins Carey Business School