

**Greetings!** I am a Seattle-based designer and researcher with over a decade of experience. My goal is to empower individuals and organizations to use design and creative problem solving to discover new possibilities and create positive change.

I specialize in:

- Human-Centered Design & Design Thinking
- Product Design & Research
- User Experience Design
- Design Strategy & Management
- Service Design
- Design Coaching
- Workshop Design & Facilitation
- Collaborative Innovation

## WORK EXPERIENCE

**Bill & Melinda Gates  
Foundation**  
Seattle, WA

**Senior UX Designer** (2020 – Present)

I improve the experience of making and managing \$35 billion dollars of investments with our platform by:

- Driving and synthesizing customer discovery and understanding by conducting research and leading workshops with staff in our 7 offices across 4 continents.
- Streamlining a complex grant submission process to make grantmaking easier for staff and more equitable and inclusive for our grantees.
- Creating design artifacts such as personas, service blueprints, and customer journey maps to increase shared understanding between various stakeholders.

**d.school  
Stanford University**  
Palo Alto, CA

**Design Coach** (2018 – Present)

The d.school is a design thinking institute based in Stanford University. Twice a year, I coach a week-long intensive workshop for leaders and practitioners in nonprofit, philanthropy, government, and social impact fields to advance the way they work. Participants learn tools and approaches of design thinking and how to apply them to multi-stakeholder projects.

**Expedia Group**  
Seattle, WA

**Senior UX Designer** (2019 – 2020)

I created a better sign-in/up process for customers and improved sign-in/up rates by:

- Leading a small team to conduct research to understand and improve how customers engage with our products and collecting customer feedback to inform our design and business decisions.
- Creating storyboards and presentations to help leaders and product owners envision our desired future state.
- Developing new process flows, wireframes, prototypes, high fidelity mockups, and detailed UI and visual design specifications for web and mobile.
- Helping to clarify and simplify a complex area and influencing the product roadmap for a neglected, yet critical, area of our site.
- Managing and mentoring design contractors.

**City of Seattle**  
Seattle, WA

**Civic Designer**, Innovation & Performance, Mayor's Office (2017 – 2019)

My team focused on improving the effectiveness, efficiency, and accountability of City government. I designed people-centered public services for Seattle residents by:

- Using design-based innovation expertise to address civic challenges with a specific focus on co-creation, research, data synthesis, idea generation, and prototyping.
- Exploring new ways to create economic opportunity for young people and youth experiencing homelessness through qualitative and quantitative research.
- Partnering with companies like Expedia Group and Tableau through the Mayor's Innovation Advisory Council to work on issues like affordability.
- Leading an inclusive design process to improve recruitment and retention for the Seattle Police Department that resulted in a \$1.6 million plan.
- Building capacity for design-based innovation by teaching a cohort of the City Leadership Academy, a nine-month program for senior employees who want to expand their leadership skills and create change.
- Hiring, managing, and mentoring design interns and contractors.

**Product Designer**, Community Services, Seattle IT (2016 – 2017)

I designed products to provide better community services to the residents of Seattle. I facilitated and led workshops for research, design, user feedback, testing and training. I also co-created a technology plan and roadmap to advance equitable public outreach and engagement resulting in increased access to city services.

**UX Designer**, Office for Civil Rights / Office of Labor Standards (2014 – 2016)

I led a redesign of our case management system including conducting research, gathering user requirements, writing user stories and use cases, creating wireframes and high-fidelity prototypes; and conducting user testing. I also managed 8 public-facing websites.

**UW Medicine**  
Seattle, WA

**UX Designer**, Strategic Marketing & Communications (2014)

I developed a web brand style guide for UW Medicine and affiliated entities; created and executed strategies to bring all web properties into brand; and designed and prototyped site improvements and features.

**Self-Employed**  
Europe & Asia

**UX Designer** (2010 – 2014)

I was a digital nomad for over 3 years and worked with small companies on digital products. A typical project involved client consultation and user research; eliciting user requirements; design strategy; prototyping solutions, web development and testing.

**Long Distance Cyclist** (2010 – 2014)

I spent six months in Iceland and England and then cycled 15,000 miles in over 30 countries across Europe and Asia. Along the way, I gave presentations to schools and other groups.

**Mixpo**  
Seattle, WA

**Product Designer** (2008 – 2010)

After Mixpo received their first round of venture capital funding, I was the first product designer hired and the sole designer for over a year. I led a complete product redesign for our application and website. I also conducted user research, product testing, assisted with front-end development, and overhauled the visual design for our marketing materials.

## EDUCATION

**ArtCenter College of Design** (2003 – 2007)

BFA Illustration

Pasadena, CA

## PROFESSIONAL DEVELOPMENT

**Udacity** (2021)

Product Manager Nanodegree

**Unexpected Productions** (2018)

Improv

**Stanford University (d.school)** (2017)

Designing for Social Systems Workshop

**THNK School of Creative Leadership** (2017)

Leading Teams for Creativity

**City of Seattle** (2017)

Emerging Leaders Program

**IDEO U** (2017)

Design Thinking Certificate

**University of British Columbia** (2016)

Business Analysis Certificate

**University of Washington** (2015 – 2016)

User-Centered Design Certificate

## COMMUNITY

**General Election** (2020)

Campaign Volunteer

**AIGA Seattle** (2020)

Volunteer, Changemaker Series

**American Library Association** (2019)

Guest Speaker - Civic Innovation

**All Tech Is Human** (2019)

Panelist - The Rise in Public Interest Technology

**Results Washington** (2018)

Guest Speaker and Design Coach

**Harvard University** (2018)

Participant, Smart Cities Innovation Accelerator

**Impact Hub Seattle** (2018)

Participant, Communities for Change

**Peace Boat, 81<sup>st</sup> Global Voyage** (2013)

Guest Speaker and Workshop Instructor

**Master Gardener Foundation** (2010)

Community Educator

**Seattle Public Library** (2008 – 2010)

Homework Helper