



Work Experience

User Experience Designer, June 2018 – Present

U.S. Bank, Minneapolis, MN.

Work with Agile Scrum and Kanban teams to meet user needs for Corporate Payment Systems, including government, public and corporate entities. Collaborate with UX peers, front end and back end developers, testers, and other business line roles to provide exceptional user experiences with rigorous compliance standards. My projects have focused on a range of tools including Account Alerts, Data Analytics, Reporting, training certification documentation management, and other platform requirements.

- Create wireframes and prototypes that are visually engaging and efficient.
- Create annotations for UX and UI to guide developers and QA teams.
- Collaborate with mobile team to ensure consistency between desktop and mobile UX and UI.
- Apply appropriate pattern library to create responsive layouts using Angular and React JS platforms.
- Apply existing brand standards (visual and interaction) to accommodate new products and applications.
- Create strong partnership between front and back end development, QA, and business lines.
- Present and communicate design goals and concepts to teammates and business line partners.
- Educate teams on UX research and assist in creating survey questions, interviews, journey maps, personas, and other research tools and prototypes to understand product users needs and pain points. Evaluate usability research findings and assist in interpreting and prioritizing needs and with teams.
- Validate approved designs developed in production against UX requirements through testing.
- Make considerations and test for WCAG, A11Y (AA level), and 508 compliance.

Senior User Experience Designer, July 2015 – July 2016

Health Partners via The Creative Group contract to full time, Bloomington, MN.

Defined strategy and UX for the authenticated user experience for member/patients, and the Provider Portal web applications used by clinics, hospitals, and doctors to manage provider and patient information primarily using Agile methodologies. I worked with project managers, developers, product managers, testers and business analysts to make recommendations and solve for business needs subject to heavy regulation.

- Created public appointment scheduling experience to enable access for non-patient/non-member users.
- Fulfilled ongoing UX needs for Health Partners authenticated Find Care web application.
- Provided prototypes, wireframes, and user flows for desktop and responsive experiences.
- Refined and set error handling standards across platforms to reduce wasted space and scrolling.

Information Architect/ Visual Designer, July 2014 – May 2015

U.S. Bank via Horizontal Integration contract, Minneapolis, MN.

Added Brokerage and Trust features for the Wealth business line into all U.S. Bank and U.S. Bancorp platforms for both mobile and desktop platforms in a dual role focused on Information Architecture, with a supporting visual design role. Interacted frequently with business analysts, technology and development teams, and business.

- Created experiences for internal and external funding for new Brokerage and Trust accounts.
- Assisted in developing small business account management experience.
- Ongoing updates and additions to various areas of U.S. Bank and U.S. Bancorp wireframes.
- Applied segmented branding experiences for Wealth sites with different client tiers.
- Designed marketing campaign for feature rollouts to new and existing customers.

UX/UI Design Manager, February 2008 – July 2014

Ameriprise Financial, Minneapolis, MN.

Worked across enterprise sites, including Ameriprise Financial, Columbia Management, RiverSource Insurance and affiliated mobile platforms to define, uphold brand consistency, and retain a brand family look.

Ameriprise App. Art directed and provided brand and UX guidance for redesign of Ameriprise mobile app for iPhone and Android, including oversight of PhoneGap hybrid, made usability recommendations on navigation, behaviors, and user flows.

Join Ameriprise (Job site). Worked with Information architect to reconfigure site for responsive design with attention to more scannable content and video accessibility.

Columbia Management - Retail - Reconfigured site for responsive design and updated style to complement recently redesigned Institutional site. Observed and addressed issues gleaned from usability testing.

Columbia Management - Institutional - Provided art direction to vendor and extended resulting design to existing and new content.

Columbia Management - Future Scholar. Brand redesign to complement other Columbia properties and offline marketing materials.

BAU Manager. Received and delegated ongoing site content updates, collaborated with account managers, other BAU managers, and site developers for scheduled and expedited updates.

Interactive Designer, August 2006 – February 2008

Popular Front, Minneapolis, MN.

Designed and developed interactive experiences for Target, Hasbro, Federal Reserve, and others.

Target - Design explorations for Red Card and Cinema Red brands, design extension and content creation for Cinema Red website.

Minneapolis Federal Reserve. Site design and design extension for Minneapolis Federal Reserve site.

Ergodyne - Site design and design extension.

Freelance Designer, March 2002 – July 2006

Designed, consulted and developed for interactive media. Clients included:

Target and **Sports Illustrated** via Little & Co. - Created sales support presentations.

This Old House via Martin Williams - Designed house paint configurator for website.

Piper Jaffray via Kerker (now Preston-Kelly) Concepting for microsite.

Interactive Designer, August 2000 – February 2002

Fallon Interactive - Fallon | Minneapolis.

Created consumer-oriented websites and online advertising for clients including:

BMW - Designed launch site for BMW 745i, directed photo shoot and retouching for BMW 2000 model year.

Timberland - Rebranded and redesigned site to accommodate ecommerce functionality.

United - Designed campaigns and related online assets.

PBS - Created campaign and online assets for "American High" series.

Education

Colorado State University – Bachelor of Fine Arts, Graphic Design

Skills

UX - IA/ Content

- User Experience design
- Wireframing
- User Flows
- Responsive
- iOS & Android HIG

UI & Content Strategy

- Responsive design
- Mobile app design
- Pattern Library
- Content Strategy
- Icon design
- iOS & Android HIG
- Storyboarding

Software

- Sketch
- Abstract
- Axure
- Adobe CC
- Invision
- Visio
- iOS, Android

Research Support

- Heuristic evaluations
- User surveys
- Interviews
- Journey maps
- Focus Groups
- Prototype Testing