

EXPERIENCE

Dentsu Creative & Merkle

VP, Design Engineering

February 2020 - Current, New York, NY

Headed the Experience Design discipline for Dentsu North America and later moved to Merkle, Inc. to co-develop an agentic AI-powered, Design Engineering practice. Collaborated with Microsoft Copilot, AWS Bedrock, and Google Vertex teams to train our people, run hackathons, and deploy scalable internal and client-facing agentic AI solutions. Our team was highlighted at the 2023 Microsoft Build Keynote. After helping establish the practice, I co-headed a team of 200+ designers, strategists, data analysts, and software engineers focusing on digital experiences and business transformation.

Clients include: Sanmina, Adobe, American Express, Leading Hotels of the World, Subaru, Shiseido, IMAX, Northrop Grumman, Intel

Smith and Crown

Partner, Product & Design

July 2018 - September 2019 (1 Year, Planned Exit), Portland, OR

Established the company's design practice and launched a new cryptofinance research terminal for professional investors. Wrote and published peer-reviewed blockchain research, led enterprise consulting engagements, and wrote the weekly HTML newsletter with 50,000+ subscribers.

Clients include: Nike, JLL, Ethereum Foundation, HM Government of Gibraltar

Bright Iron Group

Partner

June 2016 - September 2019 (3.5 Years, Acquired by Smith and Crown), New York, NY

Responsible for business development, creative direction, program management, and resource management (from 2 to 40 employees + freelance) for a design firm, which was acquired by Smith and Crown in 2019.

Clients include: BlackRock, Samsung, New York MTA, Boston MBTA, Polaroid, Nitstone Finserv, Dr. Reddy's Pharmaceuticals

Mcgarrybowen

Creative Director, Product Innovations

May 2013 - June 2016 (3 Years), New York, NY

Founding member of *mbInnovations*, a strategic consulting group and 0-1 product prototyping lab. Initial 3 years underwritten by Verizon.

Clients include: JP Morgan Chase, Verizon

DDB

Senior User Experience Designer

April 2011 - May 2013 (2 Years), New York, NY

Lead UX Designer for responsive websites and mobile applications. Worked across a wide variety of clients and spent most weeks in multiple cities.

Clients include: State Farm Insurance, Reebok, PWC, Merck, New York Lottery, Electrolux, Frigidaire, Cotton, Johnson & Johnson: Aveeno, Neutrogena, Lubriderm, Clean & Clear

7modes

Information Architect / UX Researcher

May 2009 - April 2011 (2 Years), New York, NY

Conducted website navigation studies, wrote functional and technical specifications, conducted Usability testing, developed CX journey maps, analyzed website and application usage data, wrote UX heuristic reports and competitive evaluations, created wireframes, flow charts, system diagrams, and experience maps.

EDUCATION

Pratt Institute: *Masters of Library and Information Science* (Graduated with Distinction)

University of California, Santa Cruz: *BA Literature + Philosophy* (Graduated, Double-Major)

CERTIFICATE

Court of Master Sommeliers: *Advanced Sommelier Certification, 2004*

SKILLS

MS Copilot, AWS Bedrock, Google Vertex, Figma, Adobe CC, Google Analytics + Google Console, SQL, HTML, CSS, some JS, AI Prompting