

Innovative and experienced UX Designer with diverse experience creating intuitive and engaging digital design solutions for various industries including broadcast TV and motion pictures, 3D sustainable building design, online gaming, online educational media, corporate marketing, and personal online financing. A visual problem solver who's constantly exploring the latest strategies to engage stakeholders in continuous discovery activities to achieve desirable user outcomes. I'm passionate about every aspect of the creative process, from initial concept to final execution. Recently I have been using AI in my design workflows and applying AI/ML to enhance user experience.

Qualifications

- Human-centered design expertise for problem-solving
- Proficiency in simplifying complex user problems into clear wireframes and prototypes
- Adept at collaborating with cross-functional teams to deliver high-quality user experiences
- Expertise in user interface design and interactivity across digital platforms
- Proficient in conceptual storyboarding, prototyping, sketching, and layout design
- Understanding of machine learning, AI, and generative models and using AI to supplement UX design processes
- Skills in animation, film/video production, editing, photography, and writing
- Experience with agile and lean methodologies for efficient project management
- Advanced proficiency in design tools such as Figma, Adobe Suite, Maya, 3D Studio Max, and Sharpie
- Strong knowledge of version control with Git, and front-end web development with HTML and CSS

Experience

Principal Experience Designer, Autodesk, 2019-Present

- Leading product discovery using design thinking practices to understand business and user needs, and creating visualizations and prototypes for automated solutions using AI and ML.
- Designing workflows for architects to create realistic 3D visualizations & simulations of building designs.
- Designing user interactions & dashboards for architects to evaluate the environmental performance of sustainable building designs.
- Collaborating with scrum teams to ensure successful implementation of design solutions following interaction and style guidelines.
- Conducting customer research sessions to validate and support product enhancement decisions..
- Facilitating Design Studio sessions across multiple teams to foster collaboration and drive innovation.

Experience Designer, Manulife/John Hancock, 2016-2019

- Co-led the creation of a digital component library to ensure consistent user experiences across various products.
- Designed a global sign-in and multi-factor authentication experience to enhance security and usability.
- Successfully revamped a performance management and employee engagement application to improve user satisfaction and productivity levels.

Experience Designer, Freelance/Massachusetts General Hospital, 2016-2018

- Created an interactive large screen display with iPad control panel for use in the ICU for monitoring patients' risk of hemorrhage.

User Experience Design Lead, TIAA-CREF, 2013-2016

- Developed UX/IA documentation including site outlines, process flows, sketches, scenarios, personas, wireframes, and navigation models for desktop and mobile applications to define functionality and user behavior.
- Collaborated with cross-functional teams and stakeholders including business owners, product managers, UX visual designers, developers, and end users, to identify user interface needs and present design solutions.
- Led UX Design initiatives to enhance the account opening experience, resulting in a significant 53% increase in account openings within three months of launch.
- Spearheaded the delivery of an innovative, interactive retirement tool that offers users a concise overview of retirement investing and financial planning, contributing to a more engaging user experience.

Senior Interactive Designer / Animator, LUCKYLABS, 2011-2013

- Led and mentored the design team at an interactive game company, contributing to their success.
- Managed all creative aspects across diverse platforms such as web, mobile, video, and interactive media.
- Consulted with the product team, conducted market trend analysis, and designed innovative user experience solutions and advertising campaigns.
- Worked collaboratively with developers to deliver high quality, optimized designs, ensuring a seamless user experience.

Experience (continued)

Interactive Designer / Animator, GAME SHOW NETWORK – DIGITAL (gsn.com), 2010-2011

- Assisted the Creative Director and VP of Marketing in creating engaging interactive marketing solutions, promotional campaigns, and online initiatives.
- Designed, illustrated, and animated visuals and user interfaces for social games on Facebook, from initial wireframe mockups to final artwork, including popular titles like Wheel of Fortune, Jeopardy, and TG Motocross.

Senior Game Designer / Animator, GAMELOGIC, 2008-2010

- Designed and created high-quality 2D & 3D artwork and animations for online game development projects.
- Designed user interfaces for games and product marketing to enhance user engagement and experience.
- Created marketing materials and product branding for both print and new media platforms to promote brand awareness and drive sales.

Senior Multimedia Designer / Animator, HARVARD BUSINESS SCHOOL, 2006-2008

- Created interactive animations and graphics for online tutorials in the higher education sector, enhancing the learning experience for students.
- Collaborated with key management to showcase the innovative use of new media in education, highlighting the benefits and advancements in the field.

Design Manager, GAMELOGIC, 2003-2006

- Hired and managed a team of 6 designers to create assets for online game development, ensuring cohesive and high-quality design output..
- Oversaw and directed the final art and conceptual materials, providing guidance and leadership to achieve the desired artistic vision and project goals..

Freelance/Contract Art Director, Illustrator, Animator, Designer, Instructor, 2001-2003 SESAME STREET / 360KID / DEOS / SONY / DISNEY / CURIOUS PICTURES

- Created animations for Sesame Street online games and a 3D film for Sony Wonder broadcast TV, showcasing creativity and technical skills in the animation production.
- Led the creation of an award-winning animated film for children, demonstrating talents in storytelling and animation direction. Wrote, directed, and animated an award-winning animated film for children for national distribution.
- Animated and fabricated characters for a stop-motion short for HBO and Curious Pictures, contributing to visual storytelling and character development.
- Designed an original transformable house/rocket model for motion rigging for “Playhouse Disney” episodes, showcasing innovative design abilities.
- Taught courses on Flash Animation at Boston Center for Adult Education.

Lead Animator, WARNER BROS., 1999-2001

- Served as liaison between the director and animation team for 13 episodes aired on the Kid's WB network, ensuring effective communication and collaboration.
- Utilized 3D Studio Max to animate characters, props, lighting, scenery and visual FX, showcasing expertise in 3D animation software.
- Modeled characters and props in alignment with script and scene breakdown, adhering to creative and technical requirements.
- Prepared for animation by breaking down scripts and storyboarding scenes, laying the groundwork for the animation production process.

Animator, SOUTH PARK / COMEDY CENTRAL, 1997-1999

- Collaborated as one of the original 7 animators to establish the unique style of the show, aiming to replicate the look and feel of a paper cut-out animation aesthetic through computer-generated imagery.
- Animated characters, props and visual FX using MAYA, contributing to the creation of a distinctive visual identity for the show and its characters. I am proud to say, “I killed Kenny.”

Experience (continued)

3D Digital Animator / Modeler, FILM ROMAN INTERACTIVE, 1996-1997

- Started as an intern and quickly transitioned to a full-time role as a 3D animator, responsible for creating scenes and props for a console game, demonstrating strong talent and skills in 3D animation.

Production Assistant / Apprentice Editor, WARNER BROS., TWENTIETH CENTURY FOX, 1995-1996

- Assisted with a variety of tasks, including script delivery and outtake archiving, to support the production team.

Education

- BFA in Film Emerson College, Boston, MA 1995 (One of only 6 awarded annually),
- Virtual Reality and Augmented Reality Certification, Coursera, 2024
- Web Design Certification, Boston University, Boston, MA, 2000
- Autodesk Maya Certification, Great Eastern Technology, Salem, NH, 2006
- Character Design Course, Schoolism.com, 2011
- Ongoing LinkedIn Learning online design software training, 1999-Present

Awards

- Massachusetts Staffing Association Employee of the Year Nominee, 2008
- Warner Bros. Scholarship/internship for outstanding achievement, Emerson College, 1995
- Honorable Mention for animated film "On Durwood's Pond," Ohio Film & Video Festival, 2003
- Recipient of two consecutive Best 16mm Film awards for animated film, Emerson College, 1994-1995