



## **MY DISCIPLINE HAS BEEN LABELED USER EXPERIENCE, INTERACTIVE, AND NEW MEDIA...**

*but through 15 years of experience it's always been about the way human beings access, utilize, disseminate, and are influenced by information. And the challenge has always been to find a way to create the metaphor that the cognitive mind uses to engage, understand, and act.*

*Project highlights include a vast range of brands specializing in consumer products and e-commerce from Sam's Club/Wal-Mart, Nike, and Viking Range; technology and services via Cellular South, FedEx and Microsoft; and hospitality and travel including Hilton Worldwide and their portfolio of franchised brands, Accor, Forté, Raffles (Swissôtel), Orbitz.com and American Airlines.*

**JUN 2007 -10**

### **HILTON WORLDWIDE, MEMPHIS, TN \* MANAGER, WEB DESIGN**

I was hired to manage a team in developing internationally market specific user experiences over a new BEA platform. Client engagement and project oversight included teams, travel, and research in the UK, Germany, and Japan. I continued to direct the internal design team responsible for daily maintenance, enhancements, and policing of standards for the ten franchised brands. Additionally led efforts to research and develop industry relative applications for mobile devices and kiosks.

Responsibilities included managing relationships with brand and product owners and executive teams; assessing, reviewing, and enforcing project scopes; mentoring, critiquing, and consensus building; enforcing a collaborative process that engaged the IA, Design, UI Dev, and Development teams; and negotiating responsibilities among various content and production teams worldwide.

**SEP 2005 -07**

### **LOKION, MEMPHIS, TN \* CREATIVE DIRECTOR**

I joined Lokion to build and mentor a design staff, eliminate micro-management, and establish a team-driven creative process fed by client engagement and refined deliverables. Pitched new business while clarifying the company's position as a strategic interactive design firm.

Creative direction included Viking Range's ATG driven ecommerce website; user experience design and brand extension consulting with Cellular South; FedEx product support through the website, mobile applications, and internet marketing; microsites for International Paper; and a boutique site redesign for Forrest Perkins, the 4th ranked architectural design firm for luxury hospitality.

**SEP 2004 -05**

### **ORBITZ, CHICAGO IL \* SR. DESIGNER**

Primary goals were to ensure that the brand seamlessly translated beyond user experience to a marketable entity with a recognized physical presence. This work involved close relationships and management of vendors to ensure the brand was represented consistently across all media.

Working with product owners—air, car, hotel, cruises, vacations, attractions and services, deals—we refined marketing strategies and functional requirements, and I participated in brainstorming and research/development necessary to keep up and get ahead in the highly competitive market of online travel booking. Timelines aligned with biweekly releases of functional enhancements and the perpetual website redesign.

The position also involved project scoping, prototyping, presenting and consensus building as well as process development and management, design standardization, and all relative documentation.

**MAY 2003 -04**

### **FRANKENDESIGN, CHICAGO IL + MEMPHIS TN \* PROPRIETOR, DESIGNER**

As Frankendesign, I have engaged various clients for a full range of agency services. This effort includes project management, UX design, and CSS development for Amisys Synertech's health care web application; interface design for Orbitz.com; and UX design for Chicago's 4-star MK Restaurant.



**CONCLUDED...**

Frankendesign was originally conceived to be a brand, print, UX design, and educational resource to independent, community service oriented, and nonprofit organizations. Such clients include Number: An Independent Journal of the Arts and The Jazz Foundation of Memphis.

**MAY 2001 -03**

**TWOHUNDREDTWELVE°, CHICAGO IL \* PARTNER, CREATIVE DIRECTOR**

As a partner, responsibilities included business development and client engagement as well as creative direction and hands-on design across all projects and media. Combining a broad range of expertise, we worked in small teams that evolved through each project according to specific needs.

twohundredtwelve° redesigned Orbitz.com during original pre-launch development and continued to maintain the site with upgrades and new features while supporting the brand identity and online standards we developed. twohundredtwelve° again redesigned Orbitz.com during the summer of 2003 to accommodate the growth of both brand and functionality.

twohundredtwelve° worked on event promotion for Nike, built an internet radio portal for Akoo.com, enhanced and maintained the website of Chicago's BIN36 wine bar, created a new identity and website for New York experimental theater company Division 13, and become online agency of record for Raffles International, parent company of Swissôtel.

**SEP 1997 -2001**

**LEAPNET/QUANTUM LEAP, CHICAGO IL \* ASSOC. CREATIVE DIRECTOR**

Leapnet was a full service "new media" agency which developed online marketing strategies ranging from banner advertising and promotional websites to editorial and ecommerce website design.

I managed creative for the development of Andbook.com, a European hotel portal from the partnership of Hilton, Accor, and Forté hotel corporations, built with Amadeus' 1ARes booking engine and BroadVision's content management system.

I directed the redesign of Northern Trust and Northern Funds through an educational client engagement to foster broader acceptance of ideas and experimentation to feature personalization, online account management tools, and modernized branding.

I led client engagement for creative and performed client training and final implementation of design of a new and dynamically published website for American Airlines, launched Summer of 1998 as the first BroadVision implementation of that scale.

Other clients included Microsoft Encarta and MSN for microsites and rich media advertising, and Sam's Club for a full scale UX redesign of a greatly enhanced ecommerce website.

Other projects included Xhibition, a webcast gallery exhibition of street art with a printed catalog, website, and identity; and an identity for NetBuilders, a collaboration with United Way to inspire urban youth through internet technologies.

**APR 1993 -97**

**TOWERY PUBLISHING, INC., MEMPHIS TN \* ART DIRECTOR**

Towery led the nation in digital prepress technology and expanded their city guides to the internet in the early 90's. Through this primitive taste of the internet I taught myself HTML and graphic optimization and embarked on a long career of user experience design.

While at Towery I did editorial design and art direction for national city services and entertainment guides, a regional bimonthly business magazine, and large hardcover books profiling select cities. I also worked on a specialized team providing an expanded range of design services from annual reports to local advertising and marketing.

**JUN 1991 -93**

**GOOD ADVERTISING, MEMPHIS \* FREELANCE DESIGNER**

Mainly designed sales kits, mailers, brochures, print advertising and service catalogs for FedEx.

**AUG 1986 -91**

**MEMPHIS COLLEGE OF ART + UNIVERSITY OF MEMPHIS \* BFA**