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PROFESSIONAL EXPERIENCE

SAPIENT; Senior Manager, Business Consulting; *Chicago, IL; 5/07 - present;*

- led successful (on time, on budget, met or exceeded client expectations) strategy/definition projects in publishing and financial services; facilitation of C-suite clients
- active in prioritization and execution of business development and client relationships
- co-practice lead for User Research and Innovation Strategy

SAP AG Office of the CEO; Innovation Strategist; *Palo Alto, CA; Internship, 6/06 - 12/06;*

- delivered strategic, design, and implementation direction on a range of projects as a member of SAP's high-performance Design Services Team within the Office of the CEO
- co-authored a detailed implementation plan for a company-wide new product innovation program within SAP - this program was rolled out to high-value development teams
- synthesized user research data and designed scenario and interfaces for an evaluation of voice-enabled mobile interfaces and communication-enabled business process products
- led a workshop class project developing tools for product and portfolio definition at the IIT Institute of Design that was funded by SAP and was a continuation of my work there

YAHOO!; Design Strategist; *Sunnyvale, Chicago, CA, Internship, 5/05 - 8/05;*

- co-led user-research, identified opportunities, and co-authored a detailed action plan to leverage design strategically within Yahoo! paving the way for a new functional group within User Experience Design called "Platform and Practice"
- authored three-month-long product and innovation plan for Yahoo! mobile featuring research, scenario planning, concept workshops, and strategy planning

INSTITUTE of DESIGN; Program Manager | Researcher; *Chicago, IL, 12/04 - 5/07;*

- researching innovation practice, "emerging markets", and the collection and authoring of ID methods and frameworks as an assistant to ID faculty; T.A. Analysis, Synthesis
- managed a variety of Insitute of Design programs including: '05 and '06 Strategy Conferences, '05 and '06 recruitID, content chair for '05 About, With and For conference

RADIOWAVE; Product Manager | User Experience Lead; *Chicago, IL, 1/00 - 11/01;*

- managed internal interactive products and external client projects with focus on new product definition, design, and technology including RollingStone Radio and MSN Chat Radio accessed by over 2 million users per month
- designed and produced interactive audio-visual programs for MSN.com, RollingStone Magazine, Universal Music Group, BlueNote, Verve, and Alligator Records
- led Radiowave's research, development and prototyping of portable and wirelessly delivered enhanced multimedia services and experiences
- managed the design and development of RadioWave's ad scheduling, serving, tracking and reporting application and integration with MSN.com sales systems

INDEPENDENT CONSULTANT; Project Manager | Experience Designer;

Chicago, IL, 12/01 - 8/03; 7/99 - 1/01; Clients included Tallan IT Consulting, uBid, JiWire, 4 Point Digital, marchFIRST, Draft / KBA Marketing, RollingStone Magazine, SPIN, etc.

- managed design and development of client projects for Tallan at uBid.com, including: the uBid "Superstore", internal management tools, Siebel and Oracle integration
- led art direction as a consultant in direct, print and interactive advertising spaces for clients including Amazon.com, Allstate, Anderson, R.J. Reynolds, Unilever, etc.
- developed, produced and marketed dozens of commercial and promotional trade, concert and special events including: SPIN and RollingStone Magazine Promotional Tours, the HIP-HOP2000 series, a benefit for the Havana Film Festival, etc.

METRO; Graphic Designer | Marketing Director; *Chicago, IL, 10/97 - 7/99;*

- managed related staff and executed all marketing, design and promotion at Metro, SmartBar, and Double Door; three of the nation's most successful concert venues
- re-valued and negotiated consumer product promotional contracts

RAPP COLLINS WORLDWIDE; Graphic Designer; *Chicago, IL, 1/96 - 10/97;*

- co-designed a variety of direct, print and interactive advertising for clients including: MCI, Hyatt Hotels, Children's Memorial Hospital, etc.

OBJECTIVE

To lead teams in product and service definition using a hybrid qualitative and quantitative approach balancing user need, technical implementation, and business value; to innovate and foster a culture of structured and consistent innovation; to create compelling and valuable experiences.

EDUCATION

IIT INSTITUTE of DESIGN

Chicago, IL, 2004 - 07;
Master of Design 5/07

IIT STUART School of Business

Chicago, IL, 2004;
Classes towards an MBA

UNIVERSITY of CHICAGO

Chicago, IL, 1991 - 95;
AB Anthropology 6/95, Dean's List
AB Psychology 6/95, Dean's List

DOMAIN EXPERIENCE

Industry

e-Commerce, Emerging Markets, Enterprise Software, Entertainment, Financial Services, Innovation Strategy, Marketing, Media, Mobile, Search, Web 2.0

Management + Strategy

Decision Making, Facilitation, Market Sizing & Segmentation, New Business, Product & Portfolio Management, Scenario Planning, Team Leadership

Creative

Communication Design, Data Visualization, Information Architecture, Interface Design, Prototyping Methods

Research

Business Analysis, Contextual User Research, Market Research, Planning

Writing

Requirements, Thought Leadership