

***I'm passionate about creative endeavors where design, technology, and people's needs converge.***

***This led to my calling in User Experience.***

*I'm trained in all things UX, focusing on interface design, interaction design, information architecture, and data visualization. I've worked on a wide range of projects and clients - from small businesses to Fortune 10 companies - helping teams address problems from many different technical and creative perspectives founded on solid research, development, and design principles.*

*I want to work with your team and help deliver delightful world class experiences that people enjoy!*

## Professional Skills

### Visual Design

Art Direction • Compositing • Creative Direction • Data Visualization • Graphic Design • Illustration • Info Graphics • Logo Design • Motion Graphics • Print Design • Sequential Art • Storyboard • Video Production • Video Editing • 2D & 3D Animation • 3D Production (Lighting, Modeling, Rigging, Texturing)

### Software

Adobe Creative Suite • Cytoscape • Maya • Mudbox • Painter • ZBrush

### Experience Design

Card Sorting • Human Computer Interaction • Information Architecture • Interaction Design • Mockups • Personas • Prototypes • Service Design • Site Maps • Task Flows • UI Design • User-Centered Design • User Experience Design • User Experience Architecture • User Journeys • Wireframes

### Software

Axure • Balsamiq • InVision • Moqups • Sketch • Visio

### Research

Data Analysis (Statistics, Trends, Usage) • Ethnography • Gap Analysis • Heuristic Analysis • Interviews • Quantitative & Qualitative Research & Analysis • Quality Assurance • Surveys • Task Analysis • Usability Testing

### Software

Excel • Cytoscape • XMind • Tableau

### Front - End Development

Bootstrap • CSS / CSS3 • D3 • HTML / HTML5 • Java • JavaScript • JQuery • MEL • Processing • Python

### Software

Eclipse • Komodo • NetBeans • Notepad++

### Business Processes

Agile • Business Design Thinking • Lean UX • Product Management • Project Management • User-Centered Design

### Software

Asana • MS Office Suite • Rally

## Education

### 2011

**BA, The University of Texas at Dallas**  
Arts and Technology Program (ATEC),  
3.712 GPA, Cum Laude

### 2014

**MFA, The University of Texas at Dallas**  
Arts and Technology Program (ATEC),  
3.983 GPA

## Professional Experience

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**2015 - Present**

**UX Designer**

AT&T

Work in a Waterfall/Agile/Scrum environment to strategize and reshape the AT&T online B2B platform into a world-class user centered experience driven by best UX practices, enhancements, and concepts guided by research and user-centric data. Responsibilities include:

- UX innovation and product usability enhancements for maps, maintenance tools, ticketing, billing (invoice & reporting) tools, and data visualization across multiple platforms for various user types.
- Creating buy-in and collaborating directly with business stakeholders, product analysts, subject matter experts, and technical analysts to successfully deliver rich experiences.

**July 2015 - December 2015**

**Principal**

Helicase Consulting Group

Founding partner of limited boutique consultancy focused on market research, product strategy, and visual design. Responsibilities include:

- Coordinating with partners and stakeholders to define scope, strategy, and goals.
- Work effectively with Creative Directors to create compelling products.
- Work efficiently under pressure in a deadline-oriented environment.
- Create work consistent with clients' branding and project's design style.

Helicase clients included Amazon.com, Volcano, and various small startups.

**August 2013 - August 2014**

**Adjunct Professor**

Richland College

Multimedia Learning Center

Instruction and lecture for principles of design, digital rhetoric, interaction design, image manipulation, video production, sound design, various facets of multimedia production, and guiding students for final capstone projects.

Responsibilities include classroom management, lecturing and grading, curriculum development to support departmental learning outcomes, and adhering to departmental deadlines and outcomes, among other duties.

**August 2012 - May 2014**

**Instructor of Record**

The University of Texas at Dallas

Arts and Technology Program

Instruction and lecture for highly technical concepts of 3D rigging, including UI design in a 3D environment (Autodesk Maya), creating custom tools and controls for geometry manipulation, grouping/parenting, constraints, joint placement, weight painting, animation controls, and deformers. Responsibilities include:

- Teaching abstract thinking and conceptual problem-solving skills and technical trouble-shooting.
- Managing student critiques, providing meaningful feedback and mentorship for students.

**January 2012 - December 2014**

**Graduate Research Assistant**

The University of Texas at Dallas

Arts and Technology Program

Worked under multiple faculty members on research, development, and production work, including extensive literature reviews, data mining, music/sound analysis, data visualization, qualitative and quantitative research, and multiple roles in various production pipelines.

Topics include data mining, emerging technologies, sentiment analysis, natural language processing, anticipatory systems, predictive analysis, ecology of complex networks, storytelling, information architecture, UX design, and end-to-end product development.

**2001 - March 2015**

**Multimedia Designer**

Self-Employed

Worked on diverse projects including web design, visual design, print design, video and sound editing, and motion graphics for Texas-based clients.

Responsibilities include managing and coordinating with clients to define goals, determine scope and budgets for projects, work under pressure to consistently meet deadlines.

## Recent Projects & Research

### Product & UX Design

#### ***PerformanceScope : Quantifying Human Performance***

Computational design research project for the *Ante Institute*, overseen by Dr. Mihai Nadin, to create a suit incorporating wearable technology to gather and analyze biometric information with the intent to measure human performance in a holistic manner.

##### **Responsibilities:**

- Project coordination with 6 members to meet deadlines and project deliverables.
- Science and materials research, prototyping, and development.
- Motion capture data acquisition and clean-up.
- Presentation on final outcomes and deliverables.

#### ***MallConcierge***

Navigation tool for shopping mall patrons to providing useful and relevant information centered around user needs and behaviors. Outcomes include user empowerment, enhanced mall experience, revenue generation, and strengthening brand recognition.

##### **Responsibilities:**

- Principal concept strategist, organizing and project-managing a small team to develop an interactive digital product, end-to-end.
- Managed timelines throughout project to meet deadlines, coordinated production and management of assets to create low and high fidelity prototypes.
- Collaborated with team members across disciplines, helping with UX design using user-centered design methods, user and market research, asset design/production, and front-end development.
- Served as primary communicator for team, presenting progress, and delivering presentations.

### Big Data Analysis & Visualization Research

Independent data-driven projects created for the ArtSciLab at UT-Dallas, overseen by Dr. Maximilian Schich, exploring complex data structures, ecology of complex networks, and networks in history. Research findings presented at RAW Symposium, The University of Texas at Dallas

##### **Responsibilities (for all three projects listed below):**

- Project design, strategy, and timeline for independent projects.
- Developed customized Python scripts for web-scraping, raw data acquisition, data clean-up, parsing, processing.
- Further data cleanup, sorting, and statistical analysis using Excel and Tableau, in some instances.
- Data visualizations using a combination of tools, including Excel, Tableau, Cytoscape, Illustrator, and Processing.
- Coordinated resources to meet deadlines, outcomes, and project deliverables.

#### ***Using Movie Screenplays as a Cultural Barometer for Mood in History***

Analysis and visualizations of Academy Award-winning movie screenplays to discover the evolving mood structures in movies over the past 70 years using sentiment analysis.

#### ***Visualizing Complex Relationships with Google N-grams***

Analysis and visualizations of complex networks to find characters associated with *love* and *hate* towards other characters in the whole history of literature using the Google Books N-gram dataset, which contains data derived from 6% of all books ever published (8 million books) and comprising over 500 billion words total.

#### ***Sentiment Analysis of Lyrics: Evolution of Pop Music over the past 100 years***

Analysis and visualizations of the top 100 music singles each year (from 1914 to 2014) to discover the evolving textual mood structures, diction, and grammar in music lyrics over time using sentiment analysis, natural language processing, and machine learning.