

**Overview**

An interactive site experience and marketing design leader, with extensive experience in user interface design, interactive development and strategy and brand development on-line. Broad background in interactive media and Web technologies. Outstanding presentation skills, and an entrepreneurial spirit. Portfolio includes world-class consumer, health care, financial service/banking and legal industries.

**My Promise.**

Relationships are my number one priority. The relationships I create between the user and content is as important as the relationships I establish with my teammates and those supporting the efforts in which I am involved. With over 13 years of design directed towards on-line experiences on enterprise level sites along with an unmatched working experience and knowledge of Information Architecture, Design, Development and Technology. My multidisciplinary skill set allows me to define, design and develop a successful user-centered experience. Aligning users needs, technology requirements and business is a very delicate balance. It is my goal to create an experience that promotes users to engage with content and find what they are seeking as quickly as possible.

**Experience**

Managed and inspired creative teams composed of information architects, designers, writers, and front-end developers to create compelling user experiences for web sites and applications. Mentored and created career tracks for creative staff. Developed site strategies, concepts, prototypes, templates, patterns and testing methods for a user-centered site experience. Creative manager for ameriprise.com, riversource.com, bluecrossmn.com. Creative partner for several Thomson Reuters and Hubbard One marketing web sites.

**Blue Cross Blue Shield of MN | Eagan, MN**

Senior IA/User Interface Designer, Web site Engagement | May 2007 - Present [11 months]

Work includes managing the architecture and design for the public facing web site. My primary responsibility is to develop interactive creative strategies that align with the goals of the business, technology and the end user. My roll in identifying the user needs through research and extensive knowledge of the portal technology has pushed the company into new ways of thinking. I am engaging team members to develop a WordPress site to host and manage timely communications that are currently happening via the print channel. This will ultimately save the company over 1 million in printing and mailing fees annually. This strategy will be faster, cheaper and better than any content platform the company currently offers agents and members.

*Accomplishments*

Over the past 10 months I've developed, and designed the user experience for all of our direct-to-consumer online applications. I am also launching a tool that will allow the user to select a plan that aligns with their needs. My work also includes the re-architecture and redesign of the new BlueCross MN web site.

## **Ameriprise Financial | Minneapolis, MN**

Site Experience Design Manager, Interactive Marketing | 2006 - Present [1.5 years]

Direct and manage internal designers, freelancers, and vendors in all aspects of integrated online site strategy and design initiatives. Ameriprise is a industry leader and pioneer in financial planning and insurance products. My roll is supporting both the ameriprise.com and riversource.com with creative development and decisioning to effectively reach consumer markets and deliver an on-line experience that attracts and retains new and existing clients. Agile teams built to design and deploy new strategy based on metrics based fact finding. Teamed with an IA, content strategist and business analyst to develop creative briefs, functional specs and project objectives.

### *Accomplishments*

Lead the effort to develop the companies first Site Experience team within Interactive Marketing. Implemented new interactive marketing strategies with a focus on expanding Ameriprise and RiverSource new business offerings. Strategy integration into broader client campaigns, effectively reaching targets, and delivering greater results on a local level. Lead the creation of the Ameriprise Brand 2.0 campaign used to educate prospective clients on the importance of retirement planning (<http://www.ameriprise.com/amp/global/sitelets/life-primer>). This has been selected as an "Official Honoree" in the Financial Services category for the 2008 Webby Awards.

## **Thomson West | Eagan, MN**

Senior Interactive Designer | 2005-2006 [1.5 years]

Directed, designed and executed Web sites, on-line seminars, email marketing, rich media, multimedia, banner advertisements and other integrated interactive initiatives. Directed photographers, illustrators, designers and vendors. Extensive site experience work – including the design and direction of Westlaw Business and SEC Currents. Created a interactive workflow process for the interactive team to produce work faster and better than they had previously been doing.

### *Accomplishments*

Worked with the Westlaw platform to develop the new business initiative for SEC Currents and Westlaw Business. Worked directly with programmers to design client-side interface. Directed and designed fully Flash-based promotional presentations showcasing West's sales and business offerings. Directed photographers, model and vocal talent, musicians, and Flash developers. Scripted much of the Flash due to complexity of the presentation and tight time constraints. Presentations distributed via the web and sales presentations both nationally and internationally. Collaborated with creative team on the development of new corporate online strategy for FindLaw. Created and documented standards across multiple interactive media, assuring consistency for all future marketing initiatives. All interactive projects aligned with print, Web, corporate, and corporate initiatives. Spearheaded the creative implementation of a fully functional asset management system used within the West Marketing Group. Designed versioning and security measures to accommodate user needs based on permissions. The development and concept of this idea is still being utilized today for creative staff to share work with business clients outside of the Thomson West firewall (<http://www.westagencyreview.com>).

## **Cenveo | Minneapolis, MN**

Interactive Art Director | 2003-2005 [2.5 years]

Creative strategy and concepting, client presentations, and art direction at integrated direct marketing agency specializing in high technology and financial services clients. Managed Interactive design group, oversaw departmental issues and spear-headed initiatives. Client portfolio included: American Express, Starwood Hotels & Resorts, Chrysler and Overhead Door.

### *Accomplishments*

Directed and designed an integrated media promotion for American Express Financial Advisors. The promotion consisted of video and multimedia presentations, banner advertising, email campaigns, and direct mail. Result was a 36% increase in online enrollment. Prepared and presented creative portion of client proposal for new business that ultimately won an account for the variable data and fulfillment distribution business. Directed the creation of Cenveo.com an national enterprise level business. Designed the asset management system used by clients to offer sales force access to regulated and timely content.

## **American Express Financial Advisors | Minneapolis, MN**

Interactive Art Director | 1997-2003 [5 years]

Creative team leader for the americanexpress/financialadvisors.com web site (Web 1.0). I developed the site structure as well as creative with one other designer. We worked with the technology group to create the templates and content that they managed with Microsoft Visual InterDev. Our group owned the content and updates to this site.

### *Accomplishments*

Launched a corporate size web site that provided users a basic understanding of the Financial Planning business.

## **PiperJaffray | Minneapolis, MN**

Interactive Designer | 1995-1997 [2 years]

Worked with two local agencies to develop the creative and development plans for the piperjaffray.com internet and intranet. This work was very new to the business and developing a creative direction was just one part in what drove this project to its success. I collaborated with a technology consultant and content writers.

### *Accomplishments*

Launched both the companies first professional corporate intranet and internet web sites.

## **CuttingDesign, Inc. | Principal | 1998 - Present**

An industry leading interactive studio, grounded in the principles of user experience design and online brand and marketing strategy. Services include Web sites, email marketing, online demos, Web seminars, consulting, and creative strategies and concepting. Recent clients include: Thomson Reuters and Hubbard One a Thomson Company; large law legal interactive marketing firm. Faris&Faris; a local legal firm. Jamie Lindmeyer Realty; local realstate marketer. Dermatology Specialists; Edina's premier dermatolgy care specialists. Executive & Organizational Consultants, Inc.; National executive leadership and effectiveness organization. Game Film Solutions; MN High School sporting technology group.

### **Awards**

2008 Webby Award - Brand 2.0 work on Ameriprise.com has been selected as an "Official Honoree" in the Financial Services category.

### **Education**

BFA - Communication Design | College of Visual Arts - St. Paul, MN

Honors: Member of honor roll & deans list for all semesters attended | Received Award of Achievement based upon creations in computer design; chosen and presented by the design department faculty to only one student each year.

Web Design Coursework | Minneapolis College of Art and Design - St. Minneapolis, MN

Extended course work in the interactive and user experience design areas.

**References available upon request.**