

DIGITAL STRATEGY • UI/IXD/UX DESIGN • MARKETING & PROMOTION • INNOVATION PROCESSES • TEAM LEADERSHIP

I'm a passionate, seasoned, creative executive with vast experience in editorial news production, broadcast television, content development, branding, marketing, and retail. Throughout my career, I've transformed strategic and business goals into winning designs for cross-platform digital products and experiences—while fostering collaboration, creativity, and successful teams and partnerships.

I'm excited about my work, but also the tools, methods, and approaches to get the job done right. I believe in leading by example and demonstrating the principles of collaborative design, the effectiveness of user-centric approaches, and the efficiency of lean UX methodologies (rapid prototyping, iterative user-testing, etc.). And while I'm not afraid to roll up my sleeves, I also enjoy creating and coaching high-performance teams to produce outstanding results.

Experience

Director of Design and UX /CNBC

AUGUST 2006 - JANUARY 2019 ENGLEWOOD CLIFFS, NJ

- Led the design of user experiences and branding of all CNBC Digital multi-platform products—serving more than 80 million unique, monthly visitors earning the #1 position in comScore's Business News Video category.
- Hired, mentored, and retained a versatile group of designers with skill-sets spanning UI, interaction, and visual design, as well as UX, research, rapid prototyping, and information architecture.
- Conceptualized, re-designed, and tested CNBC Digital platform offerings on a cyclical basis to improve user experiences, refine advertising integrations, bolster loyalty, and increase use.
- Leveraged design-thinking and lean UX methodologies to drive product innovation with a customer-centric approach—from conceptualization to successful launch and follow-up enhancements.
- Collaborated with research and product development teams to clarify user roles, personas, and user experience workflows; and to create interactive prototypes, UI designs, visual and motion designs, pattern libraries and design systems.
- Managed the UX / UI design team responsible for driving iterative enhancements of CNBC's apps across iOS, Android, Apple TV, Roku, Amazon Fire TV, Samsung TV, Amazon Alexa, and Google Assistant.
- Collaborated with external agencies and vendors; secured resources and funds with senior executives.
- Created senior executive presentations and special event materials.
- Served on the Comcast/NBCU UXD council to ensure consistency and identify efficiencies in creative development throughout the enterprise worldwide.

Honors & Awards

Digiday Publishing Awards Finalist

MAR 2017 • DIGIDAY AWARDS

Finalist in the "Best Mobile Innovation" category, CNBC iOS App

National Edward R. Murrow Award

NOV 2012 • RADIO TELEVISION DIGITAL NEWS ASSOCIATION (RTNDA)

Winner 2012: "Best Website" category, CNBC.com

15th Annual Webby Awards Honoree

MAY 2011 • WEBBY AWARDS

Honoree in the "Web Pharmaceuticals" category, Marijuana & Money: A CNBC Special Report

CableFAX Best of the Web Award

APR 2011 • BEST WEBSITE DESIGN

CNBC's NetNet with John Carney Winner of the CableFAX Best of the Web Awards in the category of "Website Design"

Emmy Nomination

NOV 2009 • NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

7th Annual Emmy Awards For Business & Financial Reporting: New Approaches To Business & Financial Reporting Nominee

"Boom, Bust & Blame: The Inside Story of America's Economic Crisis" a comprehensive look at the economic collapse that gripped the world.

Associate Creative Director / Arc Worldwide

MAY 2004 - AUGUST 2006 NEW YORK, NY

- Crafted innovative branding, advertising, and marketing strategies for various clients (including Cadillac, Johnson & Johnson, Diageo, Kellogg's, and McDonald's).
- Led the collaboration between the design team and writers, photographers, developers, and production artists to create winning marketing campaigns (digital, print, in-store displays, etc.)
- Directed photo shoots and commercials, hired talent, ensured the quality and effectiveness of scripts and brand messages, coordinated with production designers, prop masters, and wardrobe stylists.

Art Director / Gartner

AUGUST 2001 - MAY 2004 STAMFORD, CT

- Defined the creative direction and overall strategy for Gartner.com and related brands.
- Mentored the Digital Design team responsible for all creative direction and UX of Gartner.com.
- Successfully managed various projects throughout the development lifecycle (from discovery and ideation, to strategy and design, to development, QA, and iterative enhancements).
- Improved the digital delivery and presentation of Gartner's premium research products through collaboration with producers, analysts, writers, and marketers, and usability team members.

Art Director / Fistful of Digits

JANUARY 2000 - AUGUST 2001 NEW YORK, NY

- Provided creative direction and executive guidance of digital initiatives for a variety of established brands and startups during the dotcom boom.
- Facilitated all aspects of interactive design development: leading brainstorming sessions, analyzing user research, defining information architecture, clarifying brand goals, conducting competitive analysis, adapting design prototypes to strategic goals, and ensuring efficient and effective development with re-usable components for future enhancements.

Senior Designer / CBS Corporation

JANUARY 1998 - JANUARY 2000 NEW YORK, NY

- Led a team of designers focused on CBS TV shows and CBS News for CBS.com.
- Helped design and development of a pioneering content management system (CMS) that integrated 150+ CBS stations across the country.
- Trained and supported dozens of Webmasters and Station Managers in using the new tool and publish content.
- Developed news, video, and interactive specials and games in partnership with CBS producers and tech teams.
- Contributed to the Late Show with David Letterman and original Survivor websites.

Education

Manhattan College

BA, Communications / Film & Fine Arts

1990 - 1995, RIVERDALE, NY

Professional Development

Design Sprints

Completed Master the Sprint Process with DesignBetter.Co and Adam Perlis, founder of Academy UX & Design (2017)

Lean UX Process

Participated in "Lean UX" workshop and process training with Jeff Gothelf, author of Lean UX (2016)

Agile Methodologies

Completed Agile/Scrum Software Development Process Training conducted by XoJom Group (2014)

Specializations

Creative Direction and Management

Design Thinking and Agile Development

Product and Content Strategy

Visual and Interaction Design

Graphic Design and Typography

User Research and Testing

Rapid Prototyping

Marketing and Promotions

Brand and Identity Development

Photography

Executive Presentation Design