

- Mobile application UX for iPhone, iPad, and Android
- 2 decades of professional design experience: print, identity, interactive
- Hands-on creation & direction for illustration, photography, architecture, and interiors
- Well-versed in printing & 3D manufacturing, with supervisory roles at press-checks and production
- Experienced in delivering creative presentations to clients, colleagues, and large groups
- Energetic team leader and collaborator with experience teaching and mentoring new talent

## EMPLOYMENT

- CURRENT**     **frog (frogdesign.com)** Austin, TX  
Senior UX/UI Design for Immersive Experience  
Design for immersive and integrated media, including web based and mobile computing solutions.
- GIGS 2010**     **Walgreen's E-Commerce and Mobile** Chicago, IL  
Design for mobile applications: iPad, iPhone, and Android. Responsible for conceptualization, requirements review, integration with IA teams, and UI design for both new consumer and enterprise applications. Strong advocacy role for best practices and standards implementation within the mobile space, and steering existing work modes towards Apple Human User Interface Guidelines.
- Appiction** Austin, TX  
Senior UX Author/Designer. Software development for mobile applications: iPad, iPhone, Android, and others. Responsible for concepting, requirements review, integration with technical teams, UI design, and final development of software development scopes. Write all documentation and supervise delivery of all assets for production and release on the iTunes app store.
- 2001 - NOW**     **Independent Design Contracts** interactive, print, identity, strategy, illustration, products  
Grande Communication, University of Texas School of Law, 4 Empowerment.com, Plum Blossom Clinic, Widner Oral Surgery, Stonehouse Oral Surgery, Journyx Software, Mandola's Market, Burnes Group, AvoClassic Guacamole, Wink Restaurant, A Look for Love, Journyx Software, Haehnel Stewart Advertising, Stonehouse Oral Surgery, Mandolas Market, Austin Plastic Surgery Institute, Dance Umbrella, TKO Advertising, Bike Austin, Adisa Communications, Hitachi, FG Squared.
- Spek | speklife.com**  
Principal / Owner. Creative vision, architectural and interior design, and construction management for residential real estate projects. Emphasis on green building and innovative re-use of existing structures. Manage all teams of contractors and services for completion of project. speklife.com
- 2003 - 2004**     **OnSite Austin** Austin, TX  
Creative Director. Information architecture, design, and interactive strategy for technology services company specializing in application design, information architecture, and interactive strategy for B2B and e-commerce clients. Responsible as primary client contact on interactive projects, document creation for developmental processes with foreign contractors, and writing proposals for consulting projects. Art direction and copywriting on projects, and direction for team of developers.
- 2000 - 2001**     **SicolaMartin (Y&R affiliate)** Austin, TX  
User Experience Architect. Information architecture, design, and interactive strategy for large advertising agency with client base in technology industries. Responsible for reconfiguring websites for multibillion dollar industries to enhance usability and functionality. Worked on Compaq, Novell, Citrix, and Vignette.

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- 1999 – 2000 **Living.com** Austin, TX  
 Senior Designer. Worked with product management team to implement new user interface strategies and revisions for online home furnishings sales and promotions. Conceived and designed interface for an interactive shopping tool, Stylefinder, and designed new interface for merger with Amazon.com. Supervised photoshoots, strategized and conceived the Living.com photographic identity, and art directed new style guidelines for all online photography.
- 1998 – 1999 **Cyberplex Interactive Media** Austin, TX  
 Interface Designer. Responsible for strategizing, conceiving, and development of visual identities for multimedia branding. Designed interfaces to be executed with production department for a range of high-tech clients. Played active roll on team with marketing, design, and technology components to create e-business innovations. Masterminded interface for virtual seminar program for Tivoli, Inc.
- 1997 – 1998 **University of Texas Performing Arts Center** Austin, TX  
 Art Director. Responsible for design, production, and copywriting for varied graphic and print materials, large scale interior signage, and multimedia branding strategies. Championed innovations and expansion of marketing message to the world wide web.
- 1996 – 1997 **Max Beck Design** Miami Beach, FL  
 Partner. Creative direction, management, design, copywriting, and sales/P.R. for independent design firm. Supervised media placement and branding initiatives for wide range of clients, including Tamboril Cigar Company. Consultant and creative director for redesign of South Florida Art Center's identity and PR campaign. Creative direction for BAC International Bank's website.
- 1995 – 1996 **Pfeffer & Associates** Coral Gables, FL  
 Creative Director. Art Direction and design for marketing firm specializing in direct marketing initiatives. Directed projects for Cigna and Holiday Inn Select, worldwide. Annual report design for BAC International Bank.
- 1991 – 1993 **Delphic Design Group** Easton, PA  
 Senior Designer. Management and art direction of commercial design accounts in the New York City and New Jersey environs. Responsible for all phases of design, production, and conceptual development of marketing materials and strategies, including copywriting. Management and training of staff, photographers illustrators, and printers. Supervised bidding processes through comps, presentations, and final press-checks.

## EDUCATION

- 1991 – 1993 **University of Texas** Austin, TX  
 M.F.A: Primary study in Printmaking and Transmedia (Performance).  
 Thesis: "On Conceptual Printmaking." Critical Thesis: Matthew Barney, John Baldessari, Keith Haring, Robert Longo.  
 Study under: Lee Chesney, John Clarke, Linda Montano, Peter Saul, Richard Shiff.  
 Selected Critiques, Visiting/Resident Artists: David Avelos, Barbara Bloom, Laura Cottingham, April Gornick, Elanor Heartney, Rhonda Lieberman, Paul McCarthy, Pauline Oliveiros, Rachel Rosenthal, Richard Serra, Judith Shea, Annie Sprinkle, Jessica Stockholder, Stephen Westfall, John Yau.
- 1991 – 1993 **New York Studio School** New York, NY  
 Drawing Marathon: study with Graham Nickson.
- 1987 – 1991 **Dartmouth College** Hanover, NH  
 B.A., Senior Fellow: Studio Art (GPA 3.5, Cum Laude) Primary study in Printmaking and Book Arts.  
 Senior Fellowship: One of ten seniors awarded funds for independent study. Final exhibition in museum galleries plus public lectures. Produced related film (shot on video) for student film festival.  
 Selected Critiques, Visiting/Resident Artists: Jonathan Borofsky, Dean Chamberlain, Eric Fischl, Ellsworth Kelly, Lois Lane, Olivia Parker, Gabor Peterdi, Jane Wilson. Language Study Abroad in Arles, France.

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- 1990 **La Fondation Louis Jou** Les Baux de Provence, France  
Apprenticeship: Study of hand-presses and woodblock book printing.
- 1989 **Dean Chamberlain, Video Artist/Photographer** Dartmouth College, Hanover, NH  
Apprenticeship: Photography, large format negatives, and studio work.
- 1988 **Moravian College** Bethlehem, PA  
Photography: study with Jeff Hurwitz.
- 1986 **PA Governor's School for the Arts** Bucknell University, Lewisburg, PA  
Full Scholarship: Selected as one of fourteen painters from Pennsylvania.

## TEACHING

- 1996 **New World School of the Arts** Miami, FL  
Adjunct Professor: Design as Performance, Communications/Graphic Design.
- 1993 - 1995 **University of Texas** Austin, TX  
Teaching Assistantships: Graphic Design, Intaglio Printmaking, Painting/Drawing, Performance Art.
- 1991 **Graphic Arts Summer Workshop** Dartmouth College, Hanover, NH  
Instructor: "John Eliot and his Bible," Letterpress and woodblock printing seminar.
- 1991 **Hopkins Center Design Studio** Dartmouth College, Hanover, NH  
Design Assistant: train students in serigraph techniques, basic design skills, and introductory computer skills.
- 1991 **Dartmouth College** Hanover, NH  
Studio Assistant: assist students and basic printmaking shop maintenance.

## HONORS

- 2011 **Webby Awards**, "People's Voice, #1 Best Integrated Mobile Experience"  
Walgreens mobile application.
- Webby Awards**, "People's Voice, #1 Best Shopping Handheld Devices"  
Walgreens mobile application.
- 2000 **"WebTechniques" Magazine**, "The Evolution of Brand Strategy"  
Living.com design work featured, August.

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- 2000 **"ZDNet" Magazine,** "Living.com's House of Style"  
Living.com stylefinder work featured, February.
- Print's Best Logos & Symbols 6,**  
Bike Austin work featured in publication.
- 1998 **International Society of Performing ARTs Presenters**  
Gold (first place) Award for Design.  
Bronze (third place) Award for Design.
- "Annual Report Trends,"** Olmsted Kirk Paper Company  
BAC International Bank annual report featured.
- 1997 **PAPERWORKS Award: Neenah Paper Company**  
**Golden Gator Award: Aiga Miami**  
BAC International Bank annual report.
- 1996 **Appointed to Board of Directors, Fundraising Chair**  
American Institute of Graphic Arts, Miami.
- 1995 **University of Texas Travel Grant**
- 1993 **Bienecke Memorial Scholarship** The Sperry Fund  
Full graduate scholarship: 12 awarded nationally.
- 1991 **Senior Fellowship** Dartmouth College  
Funds for independent study and self-made curriculum: 10 awarded at the college.
- K.W.T.S.W. Competition** Bydalek Spence Kittner  
Third Place: one of 20 nationally.
- Adelbert Ames Fine Arts Prize**  
**Marcus Heiman Achievement Award**  
**Studio Art Aquisition Purchase Prize**  
Presented by the Hood Museum and Hopkins Center, Dartmouth College, Hanover, NH.
- Sudler Prize** Dartmouth College, Hanover, NH  
One awarded for the arts at the college.
- 1990 **Waterhouse Grant: Rockefeller Center for the Social Sciences** Dartmouth College  
Funds for travel to France for research.
- 1989 **Thomas C. Yackovack Scholarship for the Creative Arts** Dartmouth College  
One awarded for the arts at the college.
- 1987 **The Sharing the Arts Award** PA Governor's School for the ARTs  
One awarded in Pennsylvania.
- 1989 **PA Governor's School for the Arts Summer Scholarship**  
14 awarded in Pennsylvania for painting.