

## Overview

Passionate, multi-disciplinary strategist with more than a decade of experience in UX and service design, facilitation, and stakeholder partnerships in large-scale enterprise environments. Certified Object-Oriented UX Strategist.

### Recent work experience

**Comcast NBC Universal** 2019–2023

#### Lead strategist, Service design

- Shifted Experience Design department into a matrixed organization following a merger by communicating growth and development opportunities, facilitating workshops, hosting cross-level / cross-disciplinary gatherings, consulting with horizontal teams, etc.
- Managed service design and experience strategy within the department's operations team, exploring paths toward optimizing the efficiency and consistency of our design services.
- Designed a comprehensive program leveraging informal conversations to foster interdependence and improve culture across an international, hybrid team.

#### Senior designer, Frontline products

- Led end-to-end experience design across multiple touchpoints including mobile app, web app, enterprise web-based software, hardware and devices, and integrations with external products.
- Defined product and experience vision for a new product opportunity area.
- Designed information architecture for an internal enterprise platform, which was then adapted for a consumer-facing mobile app used by millions of customers daily.

## **Senior designer, Xfinity Mobile**

- Standardized content documentation and handoff processes. Introduced annotation frameworks that informed a federated design system (including accessibility and interaction design annotations).
- Developed end-to-end proofs of concept in areas such as platform convergence, new product iterations, knowledge sharing, and personalization approaches.
- Excelled in cross-functional and multidisciplinary collaboration with partners across product, technology, design, legal, marketing, and campus experience departments.

## *Think Company 2018–2019*

### **Content strategist**

- Consulted on UX and content design while embedded with Xfinity Mobile.
- Introduced new standards and practices, including comprehensive content guidelines, early design system POV, and personalization strategy.
- Co-created exploratory and evaluative user research strategies to align product and design's perspectives prior to conducting the research.

### **Education**

*University of Colorado, Boulder*

2009–2013

**B.S., Journalism — Media Studies**

Minor, Technology, Arts & Media

### **Additional professional experience**

Strategist, 2820 Press — 2017-2018

Staff writer, Built In — 2016-2017

Social media program manager, Whole Foods Market — 2014–2015

Community manager, InspiringApps — 2013-2014