

## SKILLS

### Design

Creative Direction  
Concept Ideation  
Site Map Creation  
Wireframing & Prototyping  
Diagraming & Mapping  
Information Architecture  
Branding & Identity  
Print Design  
UI Design

### Strategy

Workshop Facilitation  
Project Management  
Business Model Canvas  
Creative Brief  
Proposal Writing  
Brand Positioning  
Enterprise Model

### Research

HCD Methods  
Survey Development  
User Interviews  
Contextual Inquiry  
Participatory Design  
Synthesis  
Blueprint & Journey Maps  
Insight Combination  
Personas  
User Testing  
Market Analysis

### Tools

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Experience Design  
Adobe Dreamweaver  
Adobe Premiere  
Adobe After Effects  
Microsoft Office Suite  
Keynote  
Balsamiq  
HTML/CSS  
Mac/Windows

### Languages

Fluent in English  
and Spanish

## EXPERIENCE

### Sam Fox School of Design & Visual Arts, Washington University in St. Louis

**Director of Research & Technology, Senior Lecturer** 07/2013 to present

**Director of the Research Office, Senior Lecturer** 07/2009 to 07/2013

**Director of Strategic Development, Visual Communications Research Studio** 07/2007 to 07/2009

**Visiting Assistant Professor** 07/2006 to 07/2007

**Visiting Lecturer** 07/2004 to 07/2006

Oversee research office and information technology for the Sam Fox School. Integrate areas to support faculty and student research, learning, and school operations. Respond to School- and University-level strategic needs, plan budgets, support team projects and initiate activities and product acquisitions that advance the mission.

As the school's first director of research, I work with the University Foundation and Corporate Relations Offices and the Office of Sponsored Research Services in administrative and development capacities. Project have included securing and managing funding from the Centers for Disease Control for cancer prevention research and the National Endowment for the Arts for architecture youth outreach. In addition, I worked with senior leadership to develop the strategic plan to secure funding and strategy for the launch of the Center for Health Research and Design.

Teach the following courses as well as advise independent student research activity:

*Service Design*: Introduction to use of HCD, blueprinting, journey maps, and personas to develop services

*Interaction Design; Understanding Health*: Transdisciplinary based projects in the health sector

*Interaction Design II*: Intermediate interaction design foundation with focus on human-centered design

*Introduction to Motion & Interactivity*: Screen-based intro to the visual principles of motion and interactivity

*Digital Design*: Introduction to foundations of design and associated software use for print and screen

*Type Design I*: Introduction to letter forms, grids and text-based compositions for print design

*Type Design II*: Advanced studio exploring type and composition through book narrative and design

*Thesis Seminars*: Advised senior research projects consisting of print and interaction design

*Professional Practice*: Introduction to design project management, process and print production

*Design Procedures*: Introduction to industry standard production methods for print-based design

Participate on University committees through the Provost Office, CIO Office, Admissions Office and Dean's initiatives. Topics include advancing technology, online education, entrepreneurship, diversity and inclusion, policy and scholarships.

Managed the Visual Communications Research Studio (VCRS), a fifth-year College of Art research program combined with client-based projects that bridged the gap between research, design fundamentals and applied practice for students studying messaging, image-making and graphic design.

**Consultant, XPLANE, St. Louis** 07/2004 to 07/2005

Consulted on various projects with firm's illustrators and lead business development executives. Facilitated workshops to identify client pain points and translate those into visuals that explain process or product benefits to target audiences.

**Creative Director & President, Von Design, St. Louis** 07/2004 to present

Consulting projects include: design and management for a K-2nd grade traveling science classroom, process maps for a Fortune 500 direct marketing firm, marketing collateral for the technology and publishing industry, and ethnographic and design thinking consulting. Responsibilities range from initiating design concepts, evaluating business goals, developing budgets and marketing strategies, managing various team disciplines, conducting surveys, stakeholders and audience interviews, producing technical drawings, product prototyping, and overall project follow through.

**Creative Director & President, Design360 Inc., New York City** 04/1999 to 07/2004

As creative director, responsibilities included: design brief, concept development, design layouts and production plans to presentations and communication with clients. As President, responsibilities also included: managing operations and budgets, business development, marketing, proposal writing, and overall firm direction.

**Associate, Swanke Hayden Connell Architects, New York City** 04/1996 to 04/1999

Responsibilities included: design direction, photo/illustration and typography selection, concept presentation and discussion with clients, pre-press production and project completion. Design projects included corporate identity, posters, press kits, event flyers, invitations, exhibits, online media, marketing collateral and signage programs. Responsibilities also included integrating graphic elements into the built environment and managing the overall graphic identity of interior and exterior architectural projects.

## **VOLUNTEER WORK**

### **Advisory Board Member, AIGA in St. Louis** 03/2017 to present

Support the chapter on various initiative to advance the membership, partnerships, attendance and overall engagement with the organization.

### **President of the Board, AIGA in St. Louis** 01/2011 to 01/2014

AIGA St. Louis is a chapter of the AIGA, the professional association for design, which "is committed to advancing design as a professional craft, strategic tool and vital cultural force." As president of the St. Louis Chapter, an all-volunteer professional organization, I oversaw the operations and management of the board as we implemented annual strategies and programming for our members and the public. Activities included: attending the annual leadership conference; facilitating local awards programing; financial oversight; recruitment of leadership; stewardship of Design Week, Student Conference, Design for a Cause; and annual meeting and gala events.

### **Education Chair, AIGA in St. Louis** 01/2007 to 01/2011

Ran the student conference which included identifying national speakers, retaining local students to design collateral, securing a venue, recruiting professional reviewers and general team building to launch the conference.

## **SPEAKING AND WORKSHOPS**

"What is good design?" presentation; ArchHacks, St. Louis, November 2016

"Design thinking," group facilitation; COCABiz Workshop, St. Louis, August 2016

"Visual design for effective presentations," group facilitation; COCABiz Workshop, St. Louis, June 2016

"Giftgiving workshop" Atomicdust, St. Louis, May 2016

"Design for health where there is no doctor," presentation; Institute for Public Health, Summer Research Program Seminar Series, St. Louis, June 2015

"Design Thinking: an approach to innovation," presentation; University College, Washington University in St. Louis, September 2015

"Facilitating Creative Thinking," group facilitation; Ligouri Publications, St. Louis, January 2014

"Design Research: structural strategies," forum presenter; AIGA Educator Conference, New Context / New Practices, NC State University, October 2010

"AIGA St. Louis Student Conference," presentation; AIGA Leadership Conference, Salt Lake City, June 2010

## **AFFILIATIONS**

**AIGA, the professional association for design** 1995 to present

**Service Design Network (SDN)** 2016 to present

**Society of Environmental Graphic Design (SGED)** 1997 to 2003

**Interaction Design Association (IxDA)**

## **EDUCATION**

**Savannah College of Art and Design** 2015

MA in Design Management

Final Project: "Health care: A strategic approach to support change"

Advisor: Regina Rowland, PhD

**Washington University in St. Louis, College of Art** 1996

BFA in Visual Communications

**Washington University in St. Louis** 2004 to present

*Continuing Coursework:* Entrepreneurship; History and Development of the Nonprofit Sector; Contemporary Organization Development: Creativity, Innovation, Sustainability; Introduction to Psychology; Grant Writing; Finance for Nonfinancial Managers; and Vertical Seminar Program