

DEGREES HELD

- 2014 MFA Communication Design/ Applied Design Research
The University of North Texas
- 2004 BFA, Communication Design
The University of North Texas

PROFESSIONAL PRACTICE

- 2017– Present **Sr. User Experience Researcher**
Monotype; Boston, MA
As the sole design researcher at Monotype, I aim to raise the bar of UX maturity within the organization by building a culture of research & design. To do this, I lead research initiatives across digital commerce, product & marketing, and customer support teams to evangelize the value of design that is informed by research insights in order to craft exceptional experiences for people, while aligning user interests to those of the business. My role requires a mixed-methods approach to design which includes, but not limited to customer interviews, design workshops, funnel analytics analysis, surveys, and remote usability testing.
- 2015–2017 **Sr. User Experience Researcher & Design Strategist**
ExxonMobil; Houston, TX
I lead user-centered research efforts on digital enterprise applications for the Mobility & Design team at ExxonMobil. I relied on a mixed-methods research approach to understand people's behaviors, beliefs, and values as in order to align those interests with stakeholder objectives. Education played a key component in my work as I collaborated with, and mentored peers on research methods and strategies, as well as design workshops with clients. The research methods I relied on include: ethnographic field research, contextual inquiry, one-on-one interviews, in-person moderated usability tests, card sorting, heuristic evaluations, surveys, and design workshops (service blueprint & experience mapping).
- 2014–2015 **Design Researcher**
Tekzenit; Irving, TX
As a design researcher at Tekzenit I led generative and evaluative research efforts for local and international enterprise, and mid-sized accounts. In addition to research, I helped lead education efforts within the organization in the form of design workshops, where I mentored teams and introduced them to research and service design concepts and applications. My research methods included: ethnographic field research, contextual inquiry, one-on-one interviews, participatory design, in-person moderated usability tests, and remote unmoderated usability tests.

- 2011–2014 **Teaching Fellow of Communication Design,
College of Visual Arts & Design**
The University of North Texas; Denton, TX
- 2010–2011 **Adjunct Professor of Communication Design**
Collin College; Plano, TX
- 2010–2014 **Independent Design Professional**
In 2010 I became a full-time, independent design professional. I maintained that status along with my teaching appointments through May of 2014. This experience gave me the opportunity to develop relationships with Dallas-based creative agencies (Javelin, Commerce House, and Idea Grove) as well as independent brands (March of Dimes, CRUZ CMBT, Sean McGinty Photography, and Downtown Dallas, Inc.), while simultaneously honing my understanding of design's relationship and value in business.
- 2009–2010 **Art Director**
LevelTwo; Dallas, TX
As art director, I was involved in the concept and creation of print, online, and broadcast advertising, for consumer-focused brands such as Metro PCS, Dr Pepper, Cheddar's Restaurant, Ambit Energy, Forest Park Medical Center, and Adams Golf.
- 2008–2009 **Art Director**
Tractorbeam; Dallas, TX
My role at Tractorbeam focused on the concept and creation of print design and advertising, web and email marketing, brand identity, and packaging for consumer-focused brands such as Hutton Hotel, Newton Townhomes, 1808 Restaurant, C.O. Bigelow, Mystic Tan, and Old Parkland.
- 2005–2008 **Art Director**
MARC USA; Dallas, TX
As art director for MARC USA, my creative focus was on business-to-business advertising. I was involved in the concept and creation of new business as well as advertising, and promotional collateral for brands such as Samsung, Peterbilt, March of Dime, Safety-Kleen, and Medical Center of Arlington.
- 2004–2005 **Freelance Art Director**
Launch Agency; Carrollton, TX
This freelance opportunity allowed me to work with consumer brands such as Pizza Inn, Parkplace Motors, Blockbuster Online, Fair Park, and the Dallas Zoo across print and multimedia mediums.

ACADEMIC DESIGN RESEARCH

Examining Professional Deficiencies Among Entry-Level Communication Designers (MFA Thesis)

This research examines the professional deficiencies that inhibit the career progress of entry-level designers. By conducting an online survey and in-person interviews with senior-level creative professionals, my research has yielded insights into key deficiencies in the hard and soft skill sets of entry-level designers. The intent is to initiate a dialogue between professional practice and academia that will help guide the formulation of strategies to address the causes of these deficiencies in order to create a stronger and more well-informed design professional that will, in turn, strengthen the communication design industry as it evolves.

Information Design for Public Health; Key West, FL

In the summer of 2012, Clinton Carlson (Assistant Professor of Communication Design at UNT) and I traveled to Key West, Florida to work alongside the Florida Keys Mosquito Control District in a participatory study of their public health communications regarding dengue fever. In-person interviews with FKMCD staff, county health leaders, and Key West residents—nearly 30 people total—provided insight that allowed us to make recommendations for FKMCD's communication efforts. Our research is published in Jorge Frascara's book, *Information Design as Principled Action: Making Information Accessible, Relevant, Understandable, and Usable*.

Water Conservation

Our group of design researchers relied on secondary research to create a series of posters in order to offer solutions to overcome barriers to water conservation. We developed the framework of a greater system to serve as a model to show one possible method of systematic water conservation. Our model—the shopping mall—consists of an interconnected network of developers, retailers, government policy regulators, retailers, consumers, and outside service and technology vendors. The model is designed to disperse incentives and benefits that connect individuals, groups, and businesses in a way that can holistically create revenue for all of the stakeholders involved in the project while depleting excessive uses of water, promoting ecologically responsible behaviors, altering attitudes towards conservation in itself, and positioning water technologies alongside status and image.

A City of Character: Owasso, OK

My team examined the Owasso Character Initiative within a theoretical framework of virtue ethics—which proposes that morality stems from the identity and/or character of the individual—under the hypothesis that the Character Initiative is a rhetorical strategy to mold the citizens of Owasso into model citizens by suggesting ways in which they could/should interact within the community. Within this framework, my team utilized observations, interviews, and surveys to learn about and test the efficacy of the campaign in its current state by focusing on the level of awareness and acceptance by the citizens of Owasso. A design charrette was deployed to implement persona based modeling as a guide to predict potential areas of improvement for the current implementation of the Owasso Character Initiative.

Exploratory Kitchen Media Research, Motorola Mobility, Inc.

This project for Motorola was a generative study of how people use media to enhance their cooking experience. The intent was to elicit new ideas for Motorola applications and services in the kitchen. By conducting in-home, contextual interviews with participants, we were able to gain insight into how they used multimedia devices in the kitchen before, during, and after the cooking process.

SCHOLARSHIP

2015 ***Information Design as Principled Action***

I have co-written a book chapter with Clinton Carlson (Assistant Professor of Communication Design at UNT) that describes our research with the Florida Keys Mosquito District in Key West regarding public information of dengue fever. The chapter is featured in the book by Jorge Frascara titled *Information Design as Principled Action: Making Information Accessible, Relevant, Understandable, and Usable*.

ORGANIZATIONS & COMMUNITIES (PAST & PRESENT)

Service Design Network

AIGA DFW

Dallas Society for Visual Communications (DSVC)

HUXPA