

## Sr. Product Designer

with a 15+ year portfolio of success designing user-centric software and learning simulations for clients in secondary and higher education, finance, retail, construction, pharmaceutical, agriculture, technology, hospitality, and more.

## Happy Clients

- Abbott Pharmaceuticals
- Bank of America
- Bechtel Corporation
- Cargill
- Choice Hotels International
- The Coca-Cola Company
- Deloitte
- GolfNow
- Hitachi Vantara
- Kiewitt Corporation
- Mars
- Meritage Homes
- Morgan Stanley
- PNC Bank
- Prolmpress
- Scotia Bank
- TIAA
- UWorld
- Walt Disney Parks & Recreation
- Wells Fargo

## Qualification Highlights

- **UX, performance improvement, and instructional design expertise**
- Big-picture strategist, dedicated to addressing user needs
- Skilled in leading and managing complex projects and remote teams
- M.S. Instructional Systems Design from Florida State University, backed by a UX Certificate from CareerFoundry

## Professional Experience

**UWorld**, Dallas, Texas

2019 – Present

*Hired to design a business-to-business (B2B) platform that supports high school faculty, students and administrators who use the company's question banks to prepare for AP, college entrance, and professional licensing exams.*

### Senior UX Design Consultant (Remote)

- Conduct competitor analysis and research to identify opportunities to differentiate the learning platform from primary competitors like Khan Academy and AP Classroom.
- Facilitate remote and on-site interviews and focus groups with users (faculty, school administrators and students), subject matter experts, and the executive committee to define learner/user needs and business requirements.
- Create user personas, stories, and flows to characterize user behaviors, goals, needs, and how we can address them via the platform.
- Design low, mid, and high-fidelity wireframes and prototypes using Sketch and InVision.
- Present designs to C-level stakeholders and vertical department heads (e.g. medical, nursing, accounting, legal) and incorporate their feedback into designs.
- Document design notes and information architecture for the UI Designer and a remote development team and attend grooming meetings to clarify mockups and acceptance criteria.
- Implement usability testing with four high school districts and offer recommendations for system enhancements based on user feedback.
- Evaluate and make recommendations to support users with disabilities as defined by WCAG 2.1, 508 and ADA.
- Develop and manage style guides.
- Prioritize enhancements to the learning platform.

**The GMarie Group / TraCorp**, Phoenix, AZ

2006 – Present

*Hired to design performance improvement and training experiences. The GMarie Group and TraCorp are sister companies that provide custom learning solutions for public and private sector clients.*

### **Senior Learning Design and Performance Consultant (Remote)** 2006 – Present

- Leverage instructional and UX design methods and processes to design online learning solutions for clients.
- Lead remote design teams and clients through analysis and iterative design and development of online training and tools that boost employee and operational performance.
- Facilitate interviews and focus groups with subject matter experts, stakeholders, and learners to determine how the current state compares to the ideal state.
- Brainstorm solutions to bridge performance and learner gaps and present recommendations to clients.
- Create high-level designs, detailed designs, storyboards, scripts, wireframes and prototypes that undergo alpha, beta and gold reviews with client subject matter experts and stakeholders.
- Conduct train-the-trainer sessions to prepare virtual facilitators for implementation.
- Deploy pilot programs and usability testing to gather learner and user feedback.
- Prioritize updates and enhancements for future releases.
- Evaluate programs to measure learner/user satisfaction, knowledge gains, skills transfer, and return on expectations aligned to business objectives.
- Create toolkits and support resources for other project managers and designers.

### **Client Solutions Manager (Remote)** 2007 – 2010, 2019

- Crafted proposals in response to RFPs that detail The GMarie Group and/or TraCorp's solutions to client learning and performance improvement projects.
- Managed marketing efforts including e-mail campaigns, press releases, online publications, social media accounts, and client partnerships. Achieved a joint 2019 Brandon Hall Award with top client, Choice Hotels International.
- Published industry trend articles on behalf of the company on elearningindustry.com and social media platforms.

**Maureen Rancatore & Associates**, Hopkinton, MA

2011 – 2017

*Hired by a former colleague to create online learning solutions and tools for her clients, Deloitte and PNC Bank.*

### **Senior Learning Design and Performance Consultant (Remote)**

- Conducted analysis and designed learning solutions to bridge organizational and employee performance gaps.
- Developed online reference tools to support learners with post-training skills transfer while on the job.

**University of Phoenix**, Phoenix, AZ

2004 – 2006

*Hired to design online courses for University of Phoenix Online, Axia College, Western International University, and Orange Lutheran Online High School.*

### **Instructional Developer**

- Collaborated with instructional designers to write course objectives, identify assessment strategies, create instructional activities, and design multimedia interactions for students.
- Received a Top Performer Award from CEO for deploying courses quickly while adhering to process standards.

## Education & Tools

**M.S. Instructional Systems Design: Online and Distance Learning**, Florida State University

**B.S. Multimedia Writing and Technical Communication**, Arizona State University

**UX Certificate**, CareerFoundry

**UI for UX Designers Course**, CareerFoundry

Adobe XD, Balsamiq, Illustrator, InVision, LucidChart, MS Suite, OptimalSort, Photoshop, Rise, Sketch, Storyline 360, Survey Monkey