

Senior Product Designer

with UX and instructional design expertise and a 15+ year portfolio of success designing digital products and programs for clients across many industries.

Services

- UX Research & Product Design
- Wireframing & Prototyping
- Instructional Design
- Usability Testing

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
- UBS
- UWorld
- Walt Disney Parks & Recreation
- Wells Fargo

Qualification Highlights

- Big-picture strategist, dedicated to addressing client and end user needs
- Skilled in managing complex projects and remote teams
- UX and instructional design expertise

Professional Experience

Brigham Young University – Idaho, Remote *2021 – Present* **Adjunct Instructor**

- Teach ART 337R: Interaction Design to online students who learn foundational UX design skills and complete a semester-long design project.
- Serve as a mentor for students who are completing their Web Design and Development capstone projects.

The GMarie Group / TraCorp, Remote *2006 – Present* **Senior Design Consultant**

- Lead teams through all phases of design, blending UX and instructional design methodologies to create educational technology products and programs for clients like GolfNow, TIAA, Walt Disney Parks and Recreation, The Coca-Cola Company, Cargill and others. Deliverables often include mobile-responsive eLearning, simulations, Web portals, visual presentations, and videos.
- Facilitate interviews and focus groups with subject matter experts, stakeholders, and end users to identify needs, personas, etc.
- Complete and oversee roadmaps, detailed designs, storyboards, scripts, wireframes and prototypes that undergo alpha, beta and gold reviews with clients.
- Design and facilitate delivery programs, pilot programs and usability testing to gather feedback and prioritize updates.
- Evaluate programs to measure user satisfaction, knowledge gains, skills transfer, and return on expectations aligned to business objectives.
- Craft proposals in response to client RFPs.
- In 2019, 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. Also published industry trend articles on behalf of the company on elearningindustry.com and social media platforms.

UWorld, Remote

2019 – 2020

Senior Product Design Consultant

- Designed an award-winning business-to-business (B2B) platform that supports faculty, students and administrators who use the company's question banks to prepare for AP, college entrance, and professional licensing exams.
- Conducted competitor analysis and research to identify opportunities to differentiate the learning platform from primary competitors like Khan Academy and AP Classroom.
- Facilitated 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.
- Created user personas, stories, and flows.
- Designed low, mid, and high-fidelity wireframes and prototypes using Sketch and InVision.
- Presented designs to C-level stakeholders and vertical department heads (e.g. medical, nursing, accounting, legal) and incorporated their feedback into designs.
- Documented design notes and information architecture for the UI Designer and a remote development team and attended grooming meetings to clarify mockups and acceptance criteria.
- Implemented usability testing with four high school districts and offer recommendations for system enhancements based on user feedback.
- Recommended standards to support users with disabilities as defined by WCAG 2.1, 508 and ADA.

Maureen Rancatore & Associates, Remote

2011 – 2017

Senior Learning Design and Performance Consultant

- Conducted analysis and designed solutions to bridge organizational and employee performance gaps at Deloitte and PNC Bank.
- Developed online tools to help employees transfer new skills developed via training to their jobs.

Xcelus, Remote

2006 – 2009

Senior Learning Design Consultant

- Collaborated with Hitachi Vantara L&D staff and SMEs to design online learning solutions for employees.
- Translated training needs analysis findings into storyboards and scripts for elearning development.

University of Phoenix, Phoenix, AZ

2004 – 2006

Instructional Developer

- Designed online courseware and multimedia activities for University of Phoenix Online, Axia College, Western International University, and Orange Lutheran Online High School.
- 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 ID standards.

Education

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

Tools

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