

Senior Designer with UX and instructional design expertise, with a 15+ year portfolio of success designing user-centric software and learning products 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
- ProImpress
- Scotia Bank
- TIAA
- UBS
- UWorld
- Walt Disney Parks & Recreation
- Wells Fargo

Qualification Highlights

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

Professional Experience

The GMarie Group / TraCorp, Phoenix, AZ 2006 – Present
Hired to design custom educational technology products and programs that boost employee and operational performance for public and private-sector clients.

Senior Design and Performance Consultant (Remote)

- Consult with clients (e.g. UBS, TIAA, Choice Hotels International) to ideate products and programs 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.
- Create high-level product / program designs and lead teams through all design phases, from analysis through evaluation.
- Complete and oversee detailed designs, storyboards, scripts, wireframes and prototypes that undergo alpha, beta and gold reviews with client subject matter experts and stakeholders.
- Deploy pilot programs and usability testing to gather feedback and 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 – Present

- Craft L&D proposals in response to client RFPs.
- 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.

ZYYAH, Dallas, Texas

2020

Hired to create a product design strategy for a startup that seeks to radically simplify homeownership and create new revenue streams for realtors. The company has an impressive advisory board and funding sources but they needed help to move their high-level product vision into an executable project—ASAP.

Senior Product Design Consultant (Remote)

- Lead the development and maintenance of a living product design blueprint that outlines business goals and requirements and design considerations that will drive all project work (e.g. personas, user goals and journeys, process framework, timeline, user testing strategy).
- Diplomatically educate and persuade non-tech executive committee members to transition toward a user-centric design process instead of the developer-led process they have been using. (For context, they had redesigned their Web and mobile apps multiple times before they hired me to lead them down a new design-driven path, but some stakeholders have been slower to adopt the new process than others.)
- Manage the UX/UI team as they conduct competitive analysis, facilitate user interviews (via UserTesting.com), develop user flows, create wireframes and prototypes in Figma, and detail information architecture requirements for the development team.
- Collaborate closely with the marketing team to create and execute a content strategy that converts, retains and educates new users about smart homeownership (e.g. preventative maintenance, mortgage, insurance, warranty).
- Lead the Process Improvement Committee—comprised of department heads—to identify opportunities to improve cross-team collaboration (e.g. marketing, UX/UI, development).
- Facilitate design sessions with stakeholders, subject matter experts, and design team members and resolve conflicting feedback.

UWorld, Dallas, Texas

2019 – 2020

Hired to design a 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.

Senior Product 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.

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.

BYU Independent Study, Provo, UT

2003 – 2004

Hired to edit independent study courses for secondary and higher education.

Independent Study Course Editor

- Edited and proofread independent study courses provided by instructional designers.
- Developed independent study courses to teach basic Microsoft Office skills (e.g. Word, Excel).

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