

SUMMARY

Dynamic creative director and user experience designer focused on mobile and web-based applications with a proven track record of taking high-level business requirements and developing superior visual and interactive designs. Background in leading and inspiring design teams to deliver within a fast-paced environment.

EXPERIENCE

Vice President of Visual Design

American Well - Boston, MA - 2008 - Present

- Crafted user experiences in collaboration with product and development teams for applications including Amwell. With over 1 million downloads in 2014, Amwell reached the #1 position in the free medical app category (App Store and Google Play).
- Directed the styling and layout for enterprise web applications, native mobile applications and kiosks.
- Lead company creative initiatives including the design of marketing campaigns, branding & collateral.
- Managed the Visual Design department, an in-house agency servicing five internal departments.
- Helped conduct product usability tests and designed improvements based on key findings.

Director of Visual Design

American Well - Boston, MA - 2007 - 2008

- Designed the look and feel of Online Care, American Well's core web application, beginning with concepts ending with an extensive visual vocabulary applied to hundreds of screens.
- Collaborated with product management to translate the company's business plan into product requirements and a functional user interface.
- Created the company's visual branding including logo, letterhead, and marketing materials.

Director of Application Design

The TriZetto Group, Inc. - Boston, MA - 2005 - 2007

- Critiqued and guided the graphic and interface work of company designers.
- Designed the graphic language for Personal CareAdvance™, TriZetto's consumer-facing web application.
- Directed the creation of marketing materials across a broad range of media including direct mail, collateral, email campaigns and the company website.

Art Director

CareKey, Inc. (Acquired by The TriZetto Group) - Boston, MA - 2003 - 2005

- Designed user interfaces and refined user flows for CareKey's web-based health management applications.
- Created a unique and extensive body of iconography that became a CareKey trademark.
- Oversaw the design and production of company collateral and other print materials including direct mail campaigns, posters and trade show booth graphics.
- Produced Flash demonstrations introducing the capabilities and advantages of CareKey's applications to prospective clients and technology partners.

Visual Design Consultant

BiT Group, Inc. - Boston, MA - 2002 - 2003

- Created graphic designs and web interface strategies for commercial and institutional clients.
- Determined creative directions and developed branding for various web initiatives.
- Managed projects from kickoff to launch in all phases of planning, design and production.
- Constructed site models, wireframes and supporting documentation detailing user flow.

Associate Visual Designer

BiT Group, Inc. - Boston, MA - 2000 - 2001

- Designed and produced graphics, templates, Flash movies, and prototypes illustrating creative directions and solutions for websites and robust web applications.
- Collaborated with information architects to produce compelling and intuitive graphic user interfaces.

EDUCATION

Harvard University Cambridge, MA

Master in Design Studies - 2005

Advanced studies in digital media and interface design. Coursework and research in experimental web environments, informatics, online communities and emerging hybrid technologies. Earned a Letter of Commendation for an outstanding record of academic achievement.

Carnegie Mellon University Pittsburgh, PA

Bachelor of Architecture - 2000

5-year Professional Degree. Technical and artistic coursework encompassing the full range of the architectural discipline from conceptual design to advanced building systems.

COMPUTER SKILLS

Mac & PC platforms, Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, Flash, InDesign), HTML, CSS, Microsoft Office (Word, Excel, PowerPoint, Visio)