Project Descriptions

Project One - Press Ganey

The industry leader patient experience measurement company, with 85% of the market, was losing customers rapidly due to poor usability, a disjointed user experience and applications which offered users, at best, limited functionality. Smaller, more nimble companies were stealing market share by providing a better user experience and actionable analysis. Press Ganey lacked a UX practice and decided to bring on a senior-level expert who could play two roles in one. I provided strategic and executive-level solutioning and user research, gained buy- in from highly resistant product teams and VPs and did ground-level wireframing, prototyping, full suite user research/testing, and UX design. Now, each previously disparate application is part of a single, unified user experience which leverages both the business required and user requested functionality they were initially lacking.

Project Two - ULTA Beauty

A fast-growing national retailer of beauty products, ULTA had an incredibly immature UX practices (under 4 months with only one UX resource) and no lean or agile process, whatsoever. I was brought on as the Lead UX Architect to not only be point in high revenue / high user touch projects (Cart & Checkout for desktop, mobile, and native apps) but to also drive education and integration of the UX lean process into their non-optimal waterfall development methods. The organization undoubtedly had their unique set of challenges, political structures, limited budgets, and so forth, yet, I was able to successfully present the benefits of leveraging UX and agile. I made significant inroads to bringing UX into the fold of ULTA's understanding of what it takes for success and ultimately the work I performed dramatically helped improve the organization's revenue and their customer's experience/satisfaction.

Project Three - Answrs, Inc

An enterprise startup leveraging lean Six Sigma, SaaS, big data, and artificial intelligence needed a UX expert to lead the drive towards interpreting a complex methodology, one which has yet to be "applicationized", into something both clear and elegant. The biggest challenge with this project is around turning a lengthy and complicated process into something someone without any knowledge of Six Sigma may use. While still in development, I have excelled at creating patterns which allow users to be guided through the various processes with little cognitive load and highly focused tasks.

Project Four - Gear Commerce SOHO

An ecommerce startup looking to build a VR shopping platform on top of the Magento framework asked me to join their team to provide UX, UI, and the full suite of User Research/Testing. Prior to joining the SOHO team, I had no exposure to UX as it relates to the VR environment. The project allowed me to dive in, learn on the fly, and play the lead role of how users interact within this VR application. I also designed and executed a host of guerilla user testing; continually iterating on the VR application until users felt both at ease and excited with the interactions.

Project Five - Performance Health

I was hired to lead a project for a global medical company as both a subject matter expert and UX Lead around their fledgling B2C and B2B ecommerce sites. Additionally, I was tasked with educating both business analysts and leadership with the revenue and user satisfaction benefits of providing a stellar user experience. I completed detailed heuristic evaluations, competitive analysis, comparative analysis, ADA audits, and site concepts. While their budget was limited to what is typically deemed the UX Discovery phase, I made a large impact with leadership and developers by providing a detailed roadmap identifying the necessary steps to success.

Project Six - McDonalds

I was brought on as the UX Lead for a strategic ROMI (Return on Marketing Investment) application. I was tasked with translating complex predictive data model outputs and multilayered user tasks into a clear and simple experience. In under four weeks, I successfully learned the intricacies of the product requirements, provided both strategic and visual solutions, and was lauded by the stakeholders and end clients for the solution provided.

Project Seven - FTD

I was brought on as the first UX / Product Design resource to lead the revisioning of the FTD and Pro Flowers customer experience. Another primary focus of my role was to both educate the internal/external teams around what UX is and integrate the UCD process into the current development lifecycle. I worked closely with stakeholders, Dev teams (onsite & remote), C-suite leaders, Marketing, Operations, and other groups to complete typical UX processes and help guide them towards a process that would provide business success. I initiated and led a significant user research push as part of the cart and checkout redesign which successfully illustrated the benefits to both leadership, stakeholders, and other business units.