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Decoder of Digital, Purveyor of Creativity

Technology Leadership



I have extensive technology expertise in digital experience (DX), digital product, user experience (UX) design, usability, engineering, analytics, and accessibility. I deliver tangible results through budgeting and managing diverse teams, both on- and off-shore. In my previous role, my team doubled conversions (increased online orders by delivery 2X), enabled registration through new means (increasing online registrations fourfold), streamlined payments (30% of customers who used PayPal had no previous payment method with us) and created pre-login capabilities (19% improvement over baseline) as well as built a new business using cutting-edge technology that saved consumers over 100M in its first year.



Global Scope



Milestones

The University of Texas at Austin, Florida State University Graduate Fellowships, Phi Beta Kappa

PhD, MA, BA



PayPalian Performer Award, Visa Silver Star



Doubled conversions with 1 design change



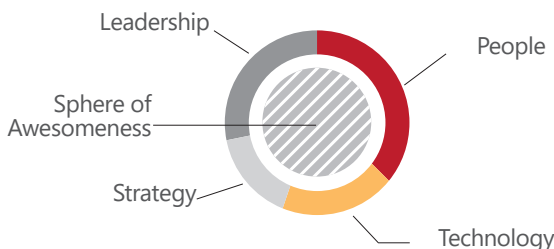
800+ team members
Cross-divisional teams
Founded offices for 3 different companies in Austin

Survivor of 4 start-ups
Featured speaker@ numerous events



Proven track record of revenue generation and P&L management, delivered \$20M+ in cost savings (27M YOY)

Expertise



Available for Executive Roles

Experience

Dell - Vice President Dell Digital Design October 2018 - present

Building a modern product design practice as part of our technology transformation using balanced teams and a human-centered focus. Reporting to the Dell Digital CTO. Overseeing design, customer sentiment, analytics, product management, design language system, accessibility, and generative content teams. Supporting the enterprise across B2C, B2B, XaaS, and Cloud offerings.

Express Scripts (now Cigna) - Vice President April 2015 - November 2017

Brought in to build a digital experience practice for a Fortune 23 pharmacy benefit company. Created competencies such as product design, user research, and analytics to redefine products for the consumer experience. Responsible for building out a comprehensive design language, digital writing expertise, and innovative front end engineering platforms. Led digital strategy and next generation work like InsideRx with NPS & analytics support. In addition, other responsibilities included digital product management, SEM and overseeing a large omnichannel communications team with an 90M+ budget deploying email, search, and print capabilities. Reported to the CIO.

Bet Track or Trade - Co-Founder October 2013 - 2019

Built a platform to enable bets to be tracked and traded which supports traditional and fantasy sports betting utilizing an innovative and engaging UX.

Magento & X.Commerce (now Adobe) - Senior Director October 2011 - October 2013

Magento is an industry-leading open source commerce platform with a comprehensive set of capabilities supporting businesses from \$1-100M in revenue. Oversaw the team working on product design, mobile implementations and related applications. Moved to Magento after the acquisition from X.commerce. Presented on behalf of PayPal at the National University of Singapore and National Conference for the Society of Women Engineers. Sponsor of eBay's Women in Technology group in Austin.

PayPal - Senior Director/Director April 2007 - October 2011

Led a 100+ global design and architecture team responsible for the design & direction of user experience in eight countries. Delivered product design, standards, presentation tier development, content management, and engineering for localization. Operationalized technology and support for global marketing sites. Author and SME on accessibility for the company. Member of the leadership team that founded the eBay/PayPal office in Austin.

Visa - Leadership November 2000 - April 2007

As Group Director, led the User Experience (UX) and Enterprise development team within Inovant (IT wing of Visa), comprised of five development teams and their managers located on both coasts and offshore, and including User Centered Design and Development, Knowledge Management, Siebel and Oracle application development. Presented on behalf of the product team as well as the development and CTO teams. Provided direction, training and recommendations for UX, using emerging technologies across the company.

The University of Texas at Austin 2000 - 2007, Adjunct

Authored and taught the upper-division courses "Re-imagining the User Interface", "WYSIWYG and Other Myths of User Interface Design" and "User Interface Design Practices" for the Science, Technology and Society Interdisciplinary concentration at the university. Hired top students as interns at Visa and PayPal. Continuing to serve as a graduate adjunct faculty advisor for Texas State University.



Start-up stuff prior to 2000

Lead developer at start-ups Globeset (e-commerce) and Top Drawer (a multimedia company). Designed and implemented web-based software. Received Top Performer Award.