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SUMMARY

Experienced and results-driven Product Owner/Manager and User Experience professional with a proven track record in driving direct-to-consumer e-commerce growth and enhancing user experiences. Skilled in leading cross-functional teams to define, develop, and deliver digital products that meet customer needs and business objectives. Adept at leveraging data-driven insights, customer feedback, and agile methodologies to prioritize product features and optimize the user journey. Strong expertise in product lifecycle management, from concept to launch, with a deep understanding of e-commerce platforms, UX design principles, and customer-centric strategies for mobile first, web-based, and SAAS products. Passionate about creating seamless, innovative, and scalable digital solutions that deliver measurable business impact.

WORK EXPERIENCE

Director Customer Experience

CLEAResult | Austin, TX

05/2024 – 09/2024

- Provided UX evaluations, oversight, input, and testing for US and Canadian Atlas Marketplace eCommerce product
- Implemented WCAG standards and best practices for all corporate applications
- Conducted accessibility testing and audits, managed accessibility awareness and trained UX and engineering staff on web accessibility tools, processes, and remediation

Director Product Design User Experience & Research

Vertex, Inc | King of Prussia, PA

02/2022 - 12/2023

- Directed a design and research team within the Product Management organization.
- Owned all UX based testing, features, stories, and tracking of entire product portfolio
- Collaborated with business partners, architects, and developers to deliver portfolio of products across 4 value streams
- Developed high-performing team by providing mentorship, guidance, and opportunities for professional growth.
- Led cross functional organizations in design thinking processes, workshops, and practices
- Matured user research by shaping product strategy with formative and foundational research fostering a user-centric culture (ie. evangelizing insights, cross-functional collaboration)
- Partnered with stakeholders to deliver high-impact work within a matrixed organization
- Defined skill matrix and learning pathways for staff development and career growth

Business Partner Director / Director Experience Design

Travelers Insurance | Hartford, CT 03/2016 - 12/2021

- Worked within product organization as evangelist to transition towards modern evidence-based design, agile methodologies, and design thinking based product management
- Built User Experience Design and Research team from the ground up - Hired, oriented, trained, and directed staff to achieve objectives
- Collaborated with business partners, developers, and leadership to deliver portfolio of 30+ products across 3 value streams
- Developed distinct UX process to align to corporate agile practices and product development lifecycle
- Evaluated technology offerings and consulted with Travelers Innovation Labs on AI driven conversational design standards for chat bot development
- Provided Stories, Features, and Tasks in Jira/Rally and tracked progress
- Evangelized the value of user research, user-centered design, experience-based design and delivering insights that drive business impact throughout product organization
- Built out and presented training bootcamps for UX practitioners and Product Managers
- Created group and individualized mentorship program, and individualized learning pathways associated to roles
- Built out organizational accessibility playbook to address WCAG 2.0 AA standards
- Founded and Lead the Claim Accessibility Program Office
- Evolved the UX team's research capabilities and toolset and championed research

Senior eCommerce Product Manager

bebe Stores 2b bebe bebe.com | Brisbane, CA 07/2011 - 10/2015

- Recommended product changes to enhance customer interest and maximize sales Managed product and user testing processes
- Utilized SEO and brand image management to increase product exposure
- Gathered data and conducted product reviews and case studies to inform management and stakeholders
- Collaborated with customers, partners and internal teams to drive product vision and project prioritization
- Developed and managed product requirements by organizing documentation, and feature requests
- Conducted initial scoping to guide project planning and direction
- Supervised design, developer and data engineering resources to propel new product development projects
- Oversaw progress on product and project plans
- Management of external vendors and SLA agreements to ensure site excellence and world-class stability and availability

Senior Web Manager

NComputing | Redwood Shores, CA 02/2009 - 04/2012

- Managed all UI design and development for existing web presence and marketing communications
- Scheduling, project management, reporting, testing, support
- Managed both local and overseas developers and contractors
- Content development, updates and web based development and I18N efforts (site translated into 4 languages - documentation available in as many as 10)
- Managed relationship with third party SEO firm as well as development and implementation of SEO strategies
- Web site usage statistics and reporting
- Managed and assisted in video editing, podcast editing, social media marketing, audio editing, email templates, newsletter templates

Senior Development Lead

ActiveVideo Networks | San Jose, CA 08/2008 - 01/2009

- Developed and evaluated solution options to build consensus and drive quality solutions.
- Served as singular lead developer and product owner for Home Shopping Network 'Shop By Remote' interactive television eCommerce application
- Technical lead for development of the Help and Feedback applications to be wired into all other applications developed
- Defined, developed and integrated dynamic web functionality tied to the television experience
- Set groundwork for documentation processes, workflow designs, development guidelines
- Defined the peer code review process
- Managed work with QA, technical support team, and engineering for development and deployment of applications

Senior Manager Web Production

Stanford University | Stanford, CA 03/2006 - 08/2008

- Provided strong leadership to enhance team productivity and morale.
- Owned development and design of multiple products across the Stanford Alumni portfolio including: Stanford Travel System, eCommerce Sales, Events Ticketing, Book Club, Events Scheduling, Stanford Magazine, Liv Talks, Membership
- Led cross-functional teams to achieve project milestones and deliver high-quality results.
- Established strong relationships with clients and stakeholders, ensuring long-term partnerships and repeat business.
- Improved team performance by providing comprehensive training and fostering a collaborative work environment.

Senior User Interface Engineer

Dorado (CoreLogic) | San Mateo, CA 03/2003 - 03/2006

- User Interface Design and Development for SaaS customizations of a loan origination and loan management application suite for leading lenders

- Consulted in UI design and architecture matters with partners and customers
- Responsible for wireframes, interface guidelines, workflows, use cases, prototypes, design and documentation XML, CSS, Flex 1.0, Javascript, HTML, DHTML and proprietary JS libraries and frameworks
- Implementation of all HMDA requirements for US Government compliance Delivery of test and build plans and documentation
- Managed QA testing documentation and process

Senior User Experience Engineer

Blue Martini Software | San Mateo, CA 08/1999 - 10/2002

- SaaS, ECRM, eCommerce, analytics, UI design, development and project management
- Lead developer for all UI design, architecture and framework planning and implementation
- Served as UX lead on significant client eCommerce initiatives including Starbucks, Levi Strauss, US Olympic Committee, Harley Davidson, Hewlett Packard, Polaroid, Macys, and Saks Fifth Avenue
- Developed UX for bridal registry kiosks for Macys and Williams Sonoma
- Served as product owner and lead engineer of developer tools for BMS API
- Developed interaction models, use case scenarios, UI/UE documentation and guidelines for projects and company standards
- Accessibility and Section 508 compliance lead engineer
- Designed test plans and interfaced with QA engineers and technical writing staff
- Implementation of online help systems and close interaction with technical writers

Director of Web Application Development

Osborne McGraw-Hill | Berkeley, CA 07/1996 - 08/2002

- Oversaw all aspects of Web application design and development, internet marketing plans, internet strategies
- Coordination of plans with marketing, editorial, and corporate IS
- Designed, developed, and launched first eCommerce system for McGraw-Hill
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive intuitive designs, site interactions and user experiences
- Defined and conducted design processes at all stages, including research, conceptualization, testing and implementation

Senior Web Developer

Oracle Corporation | Redwood Shores, CA 11/1997 - 11/1999

- Managed UX development team
- UX Development for B2B eCommerce application (Oracle Source)
- UX Development for business to consumer eCommerce application (Oracle Store)
- Development of Internet technology plans and strategies
- Information architecture and planning, requirements documentation and design documentation

CERTIFICATIONS

- SAFe ScrumMaster
- SAFe Agilist
- SAFe Product Manager/Product Owner
- Accessibility Program Management, deque
- IAAP Certification, deque

PUBLICATIONS

Technical Editor - HTML The Complete Reference, Second Edition, 0-07-211977-2, 1999

Technical Editor - Webmaster Answers! Certified Tech Support, 0-07-882459-1, 1998

Technical Editor - The Internet for Busy People, Third Edition, 0-07-882526-1, 1998

Technical Editor - Dynamic HTML in Action, 0-07-882-4370, 1997

VOLUNTEER WORK

WHUS Radio, University of Connecticut

Programming & Production / Mentorship Sept 2023 - Present

DFM Radio TV International, Netherlands

Programming & Production 2010 - Present

Belmont 4-H, Belmont CA

Project Leader / Web Development 2011 - 2015