



UX/UI Design Spotlight



Senior UX/UI Designer | FlowPlay

Designed user interface and Marketing promotional graphics for Vegas World casino app, for desktop and mobile.

- Provided mobile UI design for Vegas World's transition to mobile devices.
- Art directed logo and all graphic assets for Slots Blitz, a new gaming experience on Vegas World.

Shipped web & mobile apps: [Vegas World](#) [Vegas World App](#)



Senior UX/UI Designer | LearnBIG

Provided information architecture, user experience, user interface, and graphic design for LearnBIG's best-in-class corporate education products, across desktop and mobile.

- Led educational interactive design on adult instructional modules for company's top-tier clients: including HBO, Vulcan, Dollar General, and TA Holdings Group.
- Drove mobile UI design for Paul Allen's Distinguished Educators app.

Work example: [Company Showreel](#)



Senior UX/UI Designer | DreamBox Learning

Led UX/UI team in designing interfaces and experiences for DreamBox's 3rd – 7th grade math apps on Web and iPad. Supervised usability testing in area Boys & Girl Clubs and used test data to improve student engagement in lessons and global client.

- Drove improvements in lesson and global UX: Increased student engagement via humor, game-like lessons, upgradable avatars, micro-games, and many levels of surprise and delight.
- Conceived, designed, scripted, and provided voice work for what has become DBL's most popular 3rd – 5th grade content:

Shipped games: [Subtraction Squad](#) [Decimals Labs](#)

Project Spotlight – eLearning Game Design

A detailed breakdown of responsibilities and design examples from DreamBox Learning.

View here: [eLearning UX/UI spotlight](#)

Relevant Software Proficiency

Figma, Sketch, InVision, Marvel, Storyline 2
and other wireframe/prototyping applications

Adobe Creative Suite
XD, Illustrator, Photoshop, Dreamweaver



Senior Producer Spotlight - Responsible for UX/UI Design



Senior Producer | Wizards of the Coast

Initially the Producer for Dungeons and Dragons official website, later promoted to Senior Producer to develop the website and iOS game for a new IP, "Kaijudo." Responsible for budget, scheduling, and daily production management of internal teams and external relationships.

- Promoted to Senior Producer in eight months.
- Produced online game and used UX/UI expertise to exceeded play test expectations: Successfully engaged 80% of a demographic that does not typically play Trading Card Games.

Shipped products: [Kaijudo Battle Game](#) [Dungeons & Dragons website](#)



Senior Producer & Game Designer | I-Play

Designed and produced "casual" PC download games, while acting as a senior producer for I-Play (formerly Oberon Media) Eastern European development teams. Authored and maintained all game documentation, including GDDs and project schedules.

- Salvaged runaway project headed for cancellation; redesigned UX/UI and shipped within weeks, saving I-Play \$200,000+.
- Improved design of original game after adopting Turbo franchise and sequels, as supported by industry reviews.

Shipped games: [Turbo Subs](#) [Turbo Fiesta](#) [Go-Go Gourmet](#) [Go-Go Gourmet: Chef of the Year](#)



Game Designer & Producer | Say Design

Hired specifically to advance the level and scope of company's game development. Designed and produced multiple console, "casual" PC, and web games. Ensured all game projects met documentation, schedule, budgetary, and publisher requirements.

- Solely responsible for securing first WiiWare development deal offered to a 3rd-party dev, within the first 2 months of hire.
- Designed Sushiya, Simulation/Puzzle IP for Nintendo WiiWare. (Approved by Nintendo, unreleased by developer.)
- Designed Teppanyaki, an original rhythm game IP for Nintendo DS. (Approved by THQ, unreleased by developer.)

Shipped game: [Solitaire Pop](#) [Max and Ruby Toy Parade Game](#)



Project Manager | PopCap Games

Managed PopCap's award-winning casual video game projects. Ensured all concurrent projects met schedule, brand, and release requirements through the continuous supervision of cross-team resources and 3rd party relationships.

- Unaccredited producer on Chuzzle, earning two major industry awards and over 3 million in sales across all platforms.
- Instituted new processes and practices that boosted 80% efficiency of interdepartmental communication, approvals, and compliance with PopCap's, top-tier partners requirements. (AOL Games, Yahoo! Games, RealArcade, etc.)
- Direct contact for PopCap's partners; managed product releases, press kits, game builds, and custom marketing assets.

Shipped games: [Chuzzle](#) [Feeding Frenzy 2](#) [Bonnie's Bookstore](#)

Relevant Software Proficiency

Microsoft Productivity Suite

- Project, Visio, Office

Google Apps for Work

- Docs, Slides, Sheets

VersionOne, Jira, Redmine

and other bug-tracking systems

Basecamp, Confluence, Asana

and other PM systems



Creative Direction Spotlight - *Responsible for UX/UI Design*



Creative Director | Toysmith

Leads the design vision, including corporate identity, product packaging, product design and marketing collateral.

- Track and monitor trends and market influencers - pop culture, music, visual media, entertainment, print, other media.
- Responsible for writing, directing, editing, and voicing corporate, brand line, and product promotional videos.

Video examples: [Toysmith: Simply Awesome](#) [Hi There!](#) [2022 Products Review](#)



Freelance Creative Director | Big Bold Health

Provided UX/UI, graphic & web design, and video/audio production services for BBH's website, podcast, and promos.

- Drove all media projects as creative lead, including social media-ready assets.
- Designed motion graphics and provided all post-production services on digital media.

Media examples: [What is Big Bold Health?](#) [BBH Podcast](#)



Creative Director | iWin

Hired specifically to design innovative new storytelling methods and play experiences for iWin's game catalog. Designed and produced "casual" PC download games, while mentoring 2nd party devs to achieve iWin's high product standards.

- Designed and produced a breakout game that expanded the boundaries of storytelling possibilities in the mystery/thriller genre. Penned original story that opened new levels of character empathy and immersion in the casual game space.
- Researched and designed social networking games.



Creative Director | Her Interactive

Responsible for the overall vision and development of the Nancy Drew adventure game series. Served as lead designer in game and information architecture: storylines, play pathways, puzzles and activities, UX/UI, and special feature sets.

- Increased company's annual production and revenue by 100% within one year, with minimal increase in resources.
- Promoted from art director to creative director within first six months of employment.
- Shipped eight large-scope adventure games in less than four years.

Shipped games: [Nancy Drew: Treasure in the Royal Tower](#) [Nancy Drew: The Secret of the Scarlet Hand](#)
[Nancy Drew: The Final Scene](#) [Nancy Drew: Ghost Dogs of Moon Lake](#)
[Nancy Drew: The Haunted Carousel](#) [Nancy Drew: Danger on Deception Island](#)
[Nancy Drew: The Secret of Shadow Ranch](#) [Nancy Drew: Curse of Blackmoore Manor](#)

Relevant Software Proficiency

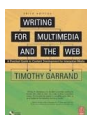
Adobe Creative Suite

- Photoshop, Illustrator, InDesign, Premiere, Audition

Figma, Sketch, InVision, Marvel, Storyline 2

and other wireframe/prototyping applications

Cited in Publications



Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media by Timothy Garrard, *Focal Press, July 21, 2006*



Digital Storytelling: A Creator's Guide to Interactive Entertainment by Carolyn Handler Miller, *Focal Press, August 5, 2004*



Product Awards

PopCap Games

Chuzzle Deluxe

- Billboard Magazine's Digital Entertainment & Media Excellence Awards - 2005 Casual Game of the Year
- WSA Industry Achievement Award - 2005 Entertainment Product of the Year

DreamBox Learning

K - 5 Adaptive Math Program for iOS, Android, and Browser

- THE Journal 2015 Reader's Choice Awards - Platinum
- Campus Technology 2015 Reader's Choice Awards – Silver
- Return on Innovation Award 2015
- 2015 SIIA CODiE Award
- District Administration Magazine Top Product for 2015

Her Interactive

Nancy Drew: Treasure in the Royal Tower

- Parents' Choice - 2001 Software Gold Award
- National Parenting Center - Seal of Approval 2001
- Parent's Guide to Children's Media – 2001 Outstanding Achievement
- Amazon.com - Editor's Choice
- Amazon.com - Best Children's Software of 2001

Nancy Drew: The Final Scene

- Children's Software Revue - All Star Software 2002
- Amazon.com - Best Children's Software of 2001

Nancy Drew: Curse of Blackmoore Manor

- Parent's Choice 2004 Gold Honor - Software, ages 10-Up
- i-Parenting Media – 2004 Best Software Award

Nancy Drew: The Secret of the Scarlet Hand

- Parent's Choice Gold Award 2002 – Best Software, ages 10-18
- National Parenting Center - Seal of Approval 2002

Nancy Drew: The Haunted Carousel

- Museum of Science, Boston - 2003 Top Choice Software Award
- Parent's Choice 2003 Gold Award, Best Software
- i-Parenting Media - 2003 Best Software Award

Nancy Drew: The Secret of Shadow Ranch

- Parent's Choice 2004 Silver Honor - Software, ages 10-16
- i-Parenting Media – 2004 Best Software Award
- Museum of Science, Boston - 2004 Top Choice Software Award

Nancy Drew: Danger on Deception Island

- i-Parenting Media – 2004 Best Software Award
- Parent's Choice 2003 Gold Award - Best Software, ages 10-18
- Museum of Science, Boston - 2003 Top Choice Software Award

Nancy Drew: Ghost Dogs of Moon Lake

- Children's Software Revue - 2003 All Star Software Award
- Choosing Children's Software - Best Pick 2001, 5 out of 5 Stars
- Parent's Choice Gold Award - Best Software, ages 10-18