

PROFILE

UX Manager and Designer specializing in enterprise IoT platforms/products with proven track record of collaboratively designing and executing best-in-class Industrial Internet solutions.

CAPABILITIES & OUTCOMES

Design

- Led UX work by planning and implementing UX initiatives including discovery, user research and analysis, requirements definition, concepting, content planning, interaction design and specifications.
- Created wireframes, prototypes, navigation schemas, content strategy, user task flows, taxonomies, personas and use scenarios based on business requirements, analytics and user research.
- Managed, mentored and provided creative direction to junior UX designers.
- Performed usability testing using eye-tracking tools like Tobii Studio and recording software like Morae
- Created and presented design briefs synthesizing requirements and research into viable design solutions.
- Designed and conducted user research studies using contextual inquiry methods including interviewing, affinity diagrams, generative card sorting, talk alouds and heuristic evaluations.
- Performed usability testing and analysis using Tobii Studio (eye-tracking) and Morae Manager/Recorder.
- Designed and prototyped mobile (iOS, Android) apps, websites, cloud-based apps, desktop clients, scientific computing applications and a variety of other enterprise applications.

Discovery

- Lead clients through the requirements gathering process using workshops and other techniques.
- Created use cases, user stories, narrative, epics and flows from business requirements.
- Performed competitive analysis including researching, documenting and delivering detailed reviews of competitive products; analysis of product features and design; SWOT analysis;
- Worked with leadership and account teams to optimize utilization, project pricing, expenditures and staffing.
- Used analytics to determine current use profiles, conversion flows and to identify areas of improvement.
- Collaborated with users and business stakeholders to gather functional and technical requirements. This work helped determine and prioritize feature and content implementation to match the needs of all stakeholders.
- Conducted user research using contextual inquiry techniques such as interviewing, affinity diagrams, generative card sorting, talk alouds and heuristic evaluations.
- Researched and filed patents for novel innovations developed in the course of creating new product offerings.
- Shepherded products from discovery/definition to prototype to initial release.

Research

- Researched primary sources on applying best practices for data visualization, machine learning, time-series data analysis, visual analytics and knowledge and based optimal AI agents. Conducted research, presented and published on these topics.

Business Development

- Participated in new business (RFPs, pitches, etc.) by researching and analyzing customer pain points and creating working prototypes for proposed solutions, resulting in \$4.2 million of new business over one year.
- Worked with other project leads to estimate pricing, resources and budget for new projects.
- Collaborated with sales teams to successfully market and sell software products and projects to both internal stakeholders, (i.e. funding) and to external clients/customers.
- Functioned as a technical sales consultant, demoing products and explaining features and functionality.

METHODS & FRAMEWORKS



SELECTED EMPLOYMENT HISTORY

Lead Interaction Designer: [General Electric Digital](#) 2014 - present

Worked with users, product owners, executive leadership and other stakeholders to discover and prioritize requirements and set product strategy. Led design strategy, visualization/data mining research, user research and design for multiple products (outlined below).

[Product: "Asset Performance Management" \(APM\)](#)

DESCRIPTION: Asset Performance Management is a best-in-class enterprise maintenance and operations solution that creates value by enabling a holistic, data-driven analysis of an asset. Customers can then optimize assets according to business needs, including operations, configuration, maintenance, safety, durability, performance and/or compliance. Optimization results in reduced downtime at the lowest possible cost, reduced operating costs, improved lifespan, cost effective maintenance strategy and improved contract management.

ROLE: I entered as the de facto Product Manager working on assets (one of four teams). I led requirements gathering, design and worked closely with a scrum team to deliver and test the solution.

[Product: "Rapid Data Forensics"](#)

DESCRIPTION: RDF is a data visualization tool for searching time-series asset performance data to detect anomalies and conduct root cause and FMEA analysis. The goal is "no unplanned downtime" for customers.

ROLE: I managed the requirements gathering and design process, working closely with users and business stakeholders to understand market differentiators, competitive landscape and user pain points. We successfully launched the product, streamlining our customers analysis process and saving years of analysis time.

[Product: "Brilliant Manufacturing"](#)

DESCRIPTION: Brilliant Manufacturing streamlines continuous and discrete manufacturing processes and adds predictive analytics to the manufacturing process resulting in cost effective production and smarter upkeep.

ROLE: I lead design from discovery and requirements gathering through UAT for the trending/analysis features of the application. This was a visualization heavy feature for exploring time-series data for analysis of root cause failures and predictive maintenance.

Managing Consultant: [IBM Interactive](#) 2012 - 2014

Managed and executed design process for multiple projects. Responsibilities ranged from creative direction to high-level solutions architecture. Typical projects included large-scale web and mobile software implementations for B2B, B2C and internal applications. My role was to collaboratively lead the client and design team in gathering requirements and then orchestrate the creation of IA, IxD and visual design deliverables. Key success factors included client managements skills (e.g. conducting workshops), design strategy skills, mentoring skills and fluency with the latest design, code and technology frameworks.

Senior Consultant: [Industrial Wisdom](#) 2010 - 2011

Led and participated in UX strategy and design for enterprise ecommerce websites. Consulted clients at all levels of the design process. Generated business and functional requirements based on user research, market trends and competitive analysis. Created use cases, flows, wireframes, prototypes, metrics and quality assurance. Facilitated client-facing design presentations, defending design decisions and managing the design process.

Creative Director: [Tasjian Experience Design](#) 2007 - 2011

Led UX strategy from design phase to UAT for projects ranging from consumer brands to large non-profits. Created and presented design deliverables including requirements gathering.

SELECTED TOOLS



EDUCATION

- MA: Media Studies, New School For Social Research
- BA: Philosophy, Lewis & Clark College