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SUMMARY

- North American UX Department head with 20+ years experience building teams, shaping strategy, and designing products
- Financially accountable with P&L responsibility, millions of dollars generated via cost-savings and new product development
- Inheriting, building, and scaling global cross-functional teams across the US, Mexico, China, and Germany over 25 people strong
- Accessible Design expert with CPACC certification
- Lengthy background in the automotive sector, with additional experience in consumer goods, SaaS, QSR, healthcare, non-profits, and more
- Successful coach for teams implementing Artificial Intelligence (AI) into their business workflows
- Track record of hiring for potential and generating future organizational leaders

PROFESSIONAL EXPERIENCE

Bosch (2021–Present) *Director of UX, North America* *Farmington Hills, MI*

Bosch is a diverse, privately held corporation, with \$90b in annual revenue, and over 400k associates globally. Primary revenue stream is as a Tier One Automotive Supplier. However, Bosch also runs significant multi-billion dollar operations in areas like power tools, home appliances, heating and cooling, and manufacturing.

- I have scaled a central UX team from 2 to 8 FTE's and expanded our presence into Mexico. We've built and evolved entire operational process from scratch. The team has augmented its qualitative research services to meet internal market demand by leaning further into quantitative research and UX design.
- My team has spearheaded inclusive and accessible design within Bosch, and half of us are now Certified Professionals in Accessibility Core Competencies (CPACC). We have presented at international conferences on the value and implementation of inclusive design.
- I have full departmental P&L and customer pipeline acquisition accountability
- We are responsible for creating and delivering new classes on various aspects of human-centered design, storytelling, and business development
- I have been tapped to coach and mentor teammates outside of my direct reports, including coaching teams on their AI workflow implementation journey
- I lead cross-functional projects and teams at an executive level
- We create and facilitate custom workshops
- Work with SaaS (Software as a Service) and physical consumer products
- B2B, B2C, B2B2C experience

Gongos (2019–2021) *Creative Director* *Royal Oak, MI*

Gongos (now part of Human8) is a small, private, marketing firm that focuses on customer-centricity. They run a diverse roster of clients spanning Quick Service Restaurants (QSR), Healthcare, Media, and more. Their core competency was qualitative and quantitative research, data analysis, and actionable insight delivery.

- I led a team of designers, videographers and storytellers who translated research into well-honed client deliverables
- We worked side-by-side with qualitative and quantitative researchers and data analysts to craft stories and bring insights to life
- The team focused on customer-centricity, design thinking, human-centered design, market research, and UX
- This is where my focus on building Inclusive and Accessible Design practices took root. We ran the company's first usability tests with users from the disabled community, and we changed our deliverables to be more visually representative of real world diversity.
- We held monthly self-created seminars to teach one another new design skills
- Very fast-paced environment with high attention to detail and customer satisfaction
- Automotive, QSR, Healthcare, many B2C verticals

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PROFESSIONAL EXPERIENCE continued

Tweddle Group (2007–2019)

Creative Director

Clinton Township, MI

Tweddle Group is a niche Tier One Automotive Supplier that focuses on authoring, designing, and delivering all the content you would typically find in a glove-box (such as Owner's Manuals, Warranties, etc). Its delivery background was in printing, but evolved while I was there to include infotainment design, web, mobile, Augmented Reality (AR), and video.

- I led 25 direct reports across Design, Computer Generated Imagery (CGI), Marketing, and Project Strategy teams
- I learned a lot about what it means to manage and be a servant leader through my twelve years growing with Tweddle Group
- Created and taught internal classes on Process Mapping, PPT, and sales pitch narratives
- Mentored staff (direct reports and non-reports)
- My design team worked on UX, UI, HMI, infotainment, print, mobile, and web design
- Part of my CGI team was in China, so that involved International travel to make sure I had a legitimate face-to-face rapport with them
- My teams were exemplars of operational excellence (tracking and presenting KPI's). We flipped the narrative on its head in regards to "creatives being seen as being disconnected from business rigor," which can sometimes be a stigma that follows Creatives in legacy-minded companies.
- I ran week-long Kaizen events for the company across various divisions
- My team and I were responsible for delivering the creative portions of client presentations

Delphi (2006–2007)

Art Director

Troy, MI

Delphi is a Tier One Automotive Supplier that was born from General Motors parts division. When I worked there they also developed consumer products, most notably standalone XM radio players.

- Designed consumer product packaging
- Illustrated and designed marketing materials

Uproar Communications (2005–2006)

Art Director

Ann Arbor, MI

Uproar Communications is a women-owned family boutique advertising agency that services non-profits and small to mid-sized businesses. It's a small ad agency where you wear many hats in order to get the job done.

- Designed many brand identities and associated collateral for startups, non-profits, and B2C businesses
- Photography
- Press-checks

Grigg Graphic Services (2004–2005)

Graphic Designer

Southfield, MI

Grigg was my first break out of college. I was recommended to the owner by my college professor. I learned an incredible amount like anyone does in their first professional job. It's a small ad agency who's clients included hospitals, museums, B2C, and non-profits.

- Designed many brand identities and associated collateral for startups, non-profits, and B2C businesses
- Photography
- Press-checks

EDUCATION

Wayne State University

- (*grad. 2004*) BFA with a concentration in Graphic Design. Dean's List.

CPACC

- (*certified 2025 - 2028*) Certified Professional in Accessibility Core Competencies from the International Association of Accessibility Professionals (IAAP)

SKILLS / ACCOUNTABILITY

Quantitative research, Qualitative Research, Design, Inclusive Design, Accessible Design, Executive Communication, Leadership, Go to Market, Strategy, Branding, Diary Studies, Conjoint Analysis, Max Diff, Mobile Design, Infotainment, Marketing, Mentorship, Print Design, Web Design, Adobe CC, Kaizen, P&L Ownership, Sales, Coaching, SaaS, B2B, B2C, B2B2C, AI, Operations, Cross-Functional, Usability, Ethnography, Interviews, Vibe-Coding...