

1. 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 in cost-savings and new product development
- Inheriting, building, and scaling global cross-functional teams across the Americas, China, and Germany over 25 people strong
- Current team generated 27% avg increase in customer engagement and 89% decrease in web accessibility violations

2. PROFESSIONAL EXPERIENCE

Bosch (2021–Present)

Director of UX, North America

- Leading a team of UX designers, service designers, and UX researchers
- Full departmental P&L, operation, and strategic control of central UX within North America
- Responsible for UX maturity growth in North America
- Qualitative and quantitative research methodologies
- Focus on building Inclusive and Accessible Design practices internationally
- Cross-functional leadership for executive level projects
- International conference presentation
- Workshop creation and facilitation
- Accountable for internal sales pipeline development
- Class creation and instruction for sales storytelling, design thinking, and business development education
- Coaching and mentoring outside of direct reports
- Integrating AI (Artificial Intelligence) into workflows
- Work with SaaS (Software as a Service) and physical consumer products
- B2B, B2C, B2B2C experience
- Automotive, Power Tools, Home Appliances, Heating & Cooling, Manufacturing verticals

Gongos (2019–2021)

Creative Director

- Lead a team of designers, videographers and storytellers
- Worked side-by-side with researchers and analysts to craft stories and bring data to life
- Focus on customer-centricity, design thinking, human-centered design, market research, UX
- Focus on building Inclusive and Accessible Design practices
- Qualitative and quantitative research methodologies
- Automotive, QSR (Quick Service Restaurant), Healthcare, many B2C verticals

Tweddle Group (2007–2019)

Creative Director

- Lead Design, CGI (Computer Generated Imagery), and Project Strategy teams (25 direct reports)
- Created and taught internal classes on Process Mapping, PPT, and sales pitch narratives
- Mentored staff (direct reports and non-reports)
- UX, UI, HMI, infotainment, print, mobile, and web design
- International travel
- Operational excellence (tracking and presenting KPI's)
- Problem solving (Kaizen)
- Client presentations
- Automotive Tier One

Delphi (2006–2007)

Art Director

Uproar Communications (2005–2006)

Art Director

Grigg (2004–2005)

Graphic Designer

3. EDUCATION

Wayne State University

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