

# enterprise ux ui

ux ui (hci/hcd) strategist | ux architect | product designer | researcher | professional ux ui mentor



## Sr UX/UI Designer/Strategist [Enterprise Platform / Portal]

**ConfigureTek** - Warsaw, IN - 12/25 - present (contract remote)

ConfigureTek is a specialized IT services company and a strategic partner of ServiceNow, focusing on helping businesses implement and optimize ServiceNow solutions.

- Reconfigure and redesign Partner solutions to current ServiceNow Partner specifications. Ensure ease of use while implementing ServiceNow artifacts, behaviors, and UX best practices. Clients: GA State University, GA Dept. of Health

## Sr UX/UI Designer/Strategist [Startups]

San Jose, CA - 4/25 - present (consultant remote)

- I volunteer to help 3 startups. I consult on: strategy, AI integration, POC creation, designing for future product evolution, brand direction and design, and building and mentoring design teams for agility and success. I work in a number of Engineering environments including Atlassian Jira, Confluence, ClickUp, Asana, Monday, etc.

## Sr UX/UI Designer [Enterprise Platform / Generative AI]

**DISYS/Dexian @ ServiceNow** - Santa Clara, CA - 4/23 - 4/25 (contract remote)

ServiceNow is a cloud-based AI-driven platform that helps businesses manage and automate workflows,

- Designed comprehensive internal and external end-to-end experiences for internal Account Managers, Partners and Customers within the complex enterprise environment of ServiceNow's Partner Portal.
- **OUTCOME:** Streamlined multiple complex experiences resulting in significant increase in user satisfaction, decreased time to task, and simplifying complex processes and procedures.

## Director of Product Design [AdTech / Enterprise platform]

**Yieldmo** - NYC, NY - 5/21 - 10/22 (staff remote)

AdTech company leading the industry in unique ad experiences and optimizing unaddressable inventory with AI.

- Co-Lead strategy, with VP of Product, on the creation of a ground-up Buyer & Seller platform for external/internal customers, and research/restructure/redesign internal tooling, and led R&D ad format design team.
- **OUTCOME:** Enthusiastically received industry-leading platform for Buyers, Sellers, and Account Managers allowing ease of onboarding, ad creation, and transparent performance metrics informing key decisions.

## Chief Design Officer [Advisory - Enterprise Software & Hardware]

**ThyReality Ltd** - London, UK - 4/21 - 4/23 (staff remote)

Multi-vertical enterprise software/hardware company, democratizing technology and innovation for any size business: Fleet Mgt, Health, Security, Social, AR/VR, Crypto, Logistics, Quantum computing

- Lead global design and strategy of software/hardware products across all verticals, R&D, and Marketing global expansion rollout with C-Suite Team and staged growth plans.
- Interim CEO US Entity: Established US LLC to enable key government, DoD, and military contract compliance.

## Sr UX Designer Enterprise Lead [MarTech / Enterprise platform]

**PayPal** - San Jose, CA - 7/18 - 4/21 (staff onsite → remote)

Online global payment system enabling secure transactions. (Insight Global contract 1st 5 mo)

- Negotiated and designed a modular, ground-up platform suite approach ([cxpStudio Suite V1](#)) with Stakeholders in order to incorporate disparate tooling and back-end repositories, under a shared offering umbrella, standardizing user experience and expectations, processes, tasks, code base, and APIs.
- **OUTCOME** 94% reduction in 'time to market' (12 weeks to 5 days), reduced user errors, provided future scalability, and the ability to easily modify the codebase to ingest future back-end systems by leveraging shared assets/APIs. Very well-received.

## Sr UX/UI Design Lead [FinTech / Enterprise platform]

**Nelson @ Google** - Sunnyvale, CA - 8/2017 - 5/2018 (contract onsite)

An American multinational technology company focusing on AI, search engine, online advertising, cloud computing.

- Research, creation, & strategy of a ground-up, foundational tool ([Herald V1](#)) for both Budget and Finance, that allow for immediate insights, customizations, accountability, and decision-making, with custom role-based dashboards.
- **OUTCOME** Significant time to task reduction (2-4 weeks to 2-3 seconds) for budget availability, in one tool (>4 in orig manual process). Extremely well-received by all of Google (Alphabet rollout 2019).

## Sr UX/UI Design Lead [Enterprise / Big Data / Watson AI]

**IBM** - San Jose, CA - 4/1997 - 6/2017 (staff onsite → remote)

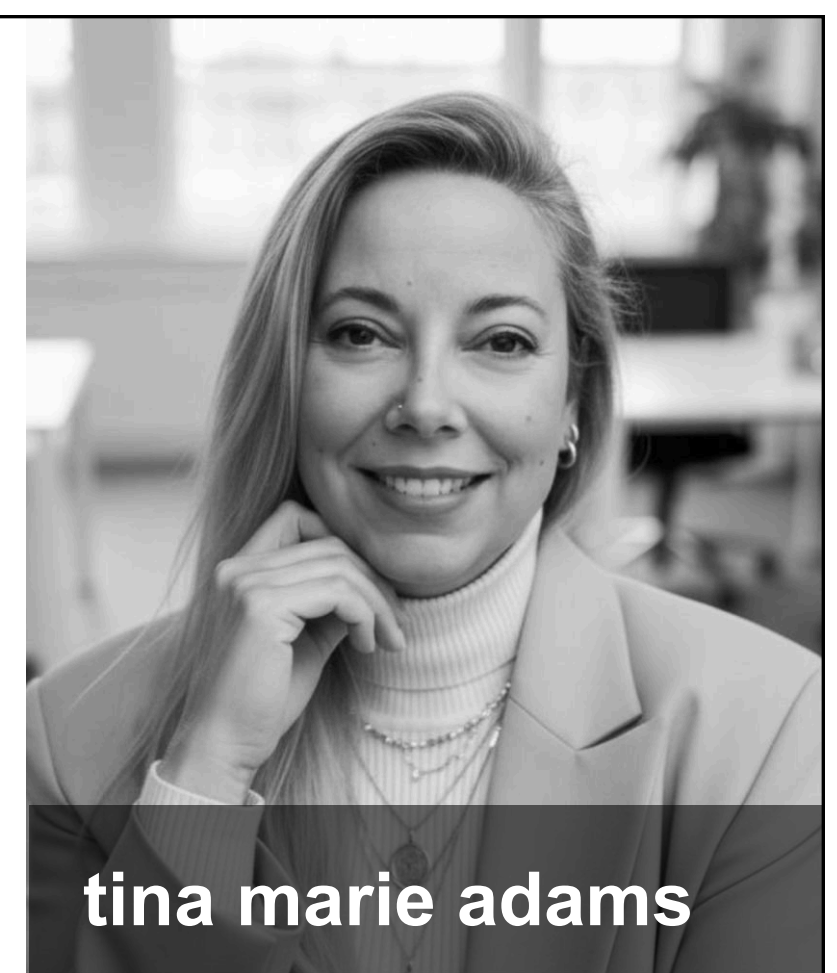
Enterprise big data industry leader.

- Supported many [product portfolios](#), each containing at least 5 enterprise products therein (largest portfolio was ~34 products).
- Design Lead for 3 Staff designers.

### First 10 Years

**Titles:** Art Director, Pre-Press Consultant, Illustrator, Visual/Graphic Designer, Paste-Up Artist, Sr Chaartist

**Companies:** WTZA Channel 52, Rowntree Advertizing, [The Conference Board](#), [American Kennel Club](#), [Fidelity](#), [Putnam](#), [Prentice Hall](#), [Houghton Mifflin](#), [Ligature](#), [Wearguard](#), [Genzyme Diagnostics \(Sanofi\)](#)



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## industries

Big Data - Enterprise  
- FinTech - MarTech -  
AdTech - BioTech

## services

SaaS - PaaS - IaaS -  
AaaS - B2B - B2C -  
AI - ML - BA - BI

strategic

accountable

adaptive

impact-driven

resourceful

pragmatic

calm under  
pressure