enterprise ux ui strategist / architect

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28 Years creating data-driven, industry-leading solutions, fostering solid stakeholder clarity, vision, collaboration, cohesion, and execution, built on user data and testing.

Professional UX & UI Mentor & Design Thinking Evangelist

Sr UX/UI Designer [Enterprise Portals]
DISYS/Dexian @ ServiceNow - Santa Clara, CA - 4/23 - 4/25
ServiceNow is a cloud-based AI-driven platform that helps businesses manage and automate workflows,
- Design 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 stats and decreased time to task, simplifying complex processes and procedures.

Director of Product Design [AdTech]
Yieldmo - NYC, NY - 5/21 - 10/22
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
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]
PayPal - San Jose, CA - 7/18 - 4/21
Online global payment system enabling secure transactions. (Insight Global contract 1st 5 mo)
- Negotiated a modular, ground-up platform suite approach 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** Significant reduction in 'time to market', user errors, scalability, growth, 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]
Nelson @ Google - Sunnyvale, CA - 8/2017 - 5/2018
An American multinational technology company focusing on AI, search engine, online advertising, cloud computing.
- Research, creation, & strategy of a ground-up, foundational tool 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, DB2 [Enterprise / Big Data / Watson AI]
IBM - San Jose, CA - 4/1997 - 6/2017
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

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Enterprise UX UI Practitioner, Strategist, Manager, Director, and professional Mentor of UX/UI for both students and companies (focus on startups), with >35 years of diverse design experience, >28 years in enterprise software (B2B, B2C, SaaS, IaaS, AaaS, PaaS). I keep a laser focus on business goals, users, pain points, usability, and collaboration, and create epic outcomes based on solid user and industry research while fostering strong Stakeholder engagement.

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

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

education
SUNY New Paltz
BFA track: Graphic Design
Minor: Art History