



## Senior Director, User Experience

Proven results-driven user experience leader managing teams for more than 20 years in the strategy, research and execution of award-winning experiences that satisfy customers and drive business results.

### Work Experience

#### One Technologies

**Senior UX Design Director** :: 03/2018 – 02/2024

- Managed seven UX/UI Designers and two Content Writers for ScoreSense, a 3-Bureau Credit Report subscription based product
- Instituted and ran company-wide qualitative and quantitative user research methodologies
- Owned entire customer experience journey including acquisition, product experience and customer email, text and blog content
- Increased ScoreSense® subscription conversion rate more than 40%
- Expanded subscription revenue per customer from \$122 to \$155
- Instituted brand design system (DSM) via Sketch, Figma and InVision

#### Ansira

**AVP Customer Experience** :: 02/2010 – 09/2017

- Owned UX methodologies for this third largest privately held marketing agency
- Led a team of 10 UX/UI Designers in developing and executing product strategies and user-centric design solutions for more than a dozen large-scale clients including Rent-A-Center, FedEx Office, Carpet One, Purina, Coca-Cola and many more
- Consulted with cross-functional teams and agency partners to deliver wholistic digital customer journeys that produced tangible results
- Designed Rent-A-Center's first E-commerce customer experience by providing checkout flows, designs and functional specs for checkout and account management
- Designed Purina's single-sign on customer profile system and email strategy across all pet brands and grew the marketable database by 400%

#### RAPP

**Vice President of Digital** :: 07/2008 – 01/2010

- Established a new vision and team structure of the RAPP Dallas digital group
- Managed and mentored a high performing design team of eight UX/UI Designers, driving the successful execution of digital projects
- Created for 7-Eleven a new franchise website experience to support the promotion of the rapidly expanding business
- Upgraded Macy's Rewards loyalty program, boosting registration and improved redemption to customers' rewards points

### Key Skills

**UX Leadership** / Lead and mentor product design and strategy of teams 20 UX, content and development professionals in the strategy, research and execution for dozens of Fortune 1000 brands.

**UX Research** / Executed UX design research methodologies including user testing, surveys and A/B testing across both digital marketing agencies and internal business units, delivering customer focused experiences and generated revenue.

**UX Methodology** / Proven track record of delivering UX strategy, journey mapping, business and user flows, prototyping, design system management, functional specifications and final spec design that provide quality work time after time.

### Education

#### Texas Tech University

Bachelor of Arts, Design Communication

### Recognitions

Gold Tops  
Silver Tops  
Bronze Tops  
Silver ADDY - DSVC  
Print Magazine Interactive Annual  
American Advertising Excellence Award

### Interests

Guitar  
Scuba Diving  
Backpacking  
Motorcycle Enthusiast  
Gardening/Landscaping

 Adventures Blog

## Handango

**Director of User Experience** :: 02/2007 – 07/2008

- Lead six UX/UI Designers and Developers for this prominent mobile app content aggregator and retailer
- Redesigned and rebranded Handango through all online and in-app mediums, while migrating to the ATG commerce platform
- Responsible for overseeing consistency of in-app design and shopping experience across dozens of carriers, mobile OEM device types and platforms

## Sabre Holdings

**Director of Creative Services** :: 06/2005 – 02/2007

- Managed a team of six Print and UX Designers 100% to execute all print, digital and trade show creative for 12 Sabre Holdings brands
- Worked in collaboration with the brand marketing teams and internal product groups to plan, design and execute both internal and customer facing digital marketing products with the goal of increased sales or customer retention
- Led functional requirements, design and user testing for the Sabre Airline Solutions' customer management portal. Which is the main customer management service tool for over 100 airlines

## American Airlines

**User Experience Lead – Contractor** :: 09/2003 – 06/2005

- Lead UX/UI design for all of AA.com within American Airlines digital marketing team
- Continually enhanced user efficiencies and experience of the terminal self-service ticketing machines

## Xceed

**Director of User Experience** :: 02/2001 – 07/2003

- Managed a team of nine UX Designers, Information Architects and Engineers for clients including Hilton hotels, Herman Miller and Mazda
- Redesigned seven Hilton Hotel website experiences and reservation systems under a common set of ATG platform-based templates

## SixtyFootSpider

**Creative Director** :: 12/1997 – 02/2001

- Managed 20 Digital Art Directors, Copy Writers and Developers for this award-winning digital agency
- Member of senior leadership leading development of the business plan, brand and overall business strategy
- Designed and developed many award-winning website projects for the United States Air Force to drive awareness and increase leads
- Redesign and launched the Subaru of America website experience

## Killion McCabe & Associates

**Art Director** :: 06/1995 – 12/1997

- Designed direct marketing and specialized advertising campaigns for a broad range of Christian-based not for profit clients
- Helped launch and grow a new digital side group within the agency