

SUMMARY

Design professional with extensive experience in enterprise e-commerce, corporate marketing, agency and venture-backed startup settings. Primarily concerned with solving customer problems by way of evidence-based, user-centered design.

- Expertise in design strategy, visual and interaction design, information architecture, motion graphics, copywriting, and web & print production
- Skilled in a range of methodologies — group ideation, design sprints, user story & job story writing, sketching, wireframing, prototyping, redlining and more
- Experience partnering hands-on with research and translating qualitative & quantitative data into effective design
- Enthusiastic collaborator in the development process, with years of experience in designer-developer pairing, rapid iteration, program planning and Lean/Agile methodologies
- Efficient contributor in a variety of settings, from leading complex initiatives, to working autonomously, to collaborating with teams large and small
- Effective communicator, team player, mentor and project champion
- Engaging speaker to students and professional audiences on topics related to design practice

EMPLOYMENT

Atlas Informatics (formerly Ivy Softworks)

Seattle, WA , 2014 – Present

Product Designer

Product strategy, research and design for a cross-platform, multi-device ecosystem of productivity tools. Design stakeholder and user advocate in Atlas' fast-paced, high-pressure startup environment.

Key accomplishments:

- Interaction and visual design for Recall, a universal personal search tool built on the Atlas contextual intelligence platform, currently in public beta
- Lead the definition, design and validation of key experiences, including Recall's faceted search, privacy tools, user onboarding and data discovery features
- Facilitate design sprints, group ideation, analysis and planning to inform a deep product roadmap, prioritized against user feedback and emerging technical capabilities
- Explore, define and prototype future product concepts to rally the team around a compelling long-term vision
- Designed the Atlas brand identity system, as well as web, print and event marketing materials

University of Washington

Seattle, WA , 2017 – Present

Lecturer, Department of Human Centered Design & Engineering

Currently in planning for the Fall quarter of HCDE 518 Human Centered Design

Nordstrom

Seattle, WA, 2012 – 2014

Principal UX Designer

Design strategy for Nordstrom's desktop, mobile web and omnichannel experiences. Tasked with tackling significant strategic design challenges through research, collaboration and rigorous design methodology. Key accomplishments:

- Designed and led the transition of cross-team design processes to a modular approach, built on pattern libraries and grid-based layouts
- Led a year-long research and design effort exploring the customers' conceptual understanding of the product catalog's structure and taxonomy, culminating in a comprehensive redesign of Nordstrom.com's global navigation
- Designed and coordinated a broad effort to consolidate and standardize web typography
- Led the ideation and design phases of a ground-up redesign of Nordstrom's adaptive mobile web experience
- Ongoing mentorship of up-and-coming designers and developers; stepped in as interim design manager during a colleague's extended leave of absence

EMPLOYMENT, CONT.**Getty Images**

Seattle, WA, 2010 – 2012

User Experience Designer

Interaction & visual design, information architecture and usability research for the Getty Images family of digital media sites. Key accomplishments:

- Discovered opportunities and efficiencies in the Getty Images search experience by way of participatory design, user research and iterative optimization
- Design lead for the redesigns of the Contour, WireImage and FilmMagic websites, Getty's celebrity portraiture and entertainment-industry editorial properties
- Designed an intuitive, filter-based search and browse experience for Getty Images Music

Microsoft

Redmond, WA , 2009 – 2010

User Experience Designer (contract)

Design lead on a small team tasked with designing and launching the inaugural version of MicrosoftStore.com on an intensive, eighteen-week timeline. Responsibilities included interaction and visual design for the following areas:

- Global navigation & search, product display, sorting & filtering
- Store appointment booking
- W3C and ADA accessibility guidelines compliance
- Sprint-based optimization and feature work following the launch of the site

3dB Creative

Bellevue, WA, 2006 – 2009

Art Director, Partner

Creative strategy and design leadership for a local creative services startup, serving industry-leading pro audio and music brands. Key accomplishments:

- Key member of the executive team, developing business opportunities and managing a core team of designers and developers
- Designed multichannel product launch and advertising campaigns for Roland, AMS Neve, Stanton, Native Instruments, and more
- Built and managed an in-house product photography studio

LOUD Technologies

Woodinville, WA, 2004 – 2006

Art Director

Art director and product photographer for LOUD Technologies' fourteen in-house brands of music and pro audio equipment, including Mackie, Eastern Acoustic Works and Ampeg. Key accomplishments:

- Designed print and web campaigns with global ad buys in over a dozen languages
- Conducted flow analysis, information architecture and interaction design across all of LOUD's web properties
- Brought all product and editorial photography in-house, saving the company over \$250K/year in vendor costs

Justin Marx Design

New York, NY and Seattle WA, 2001 – 2004

Freelance Designer

Print, web and interaction design for a wide variety of clients, including CBS News, the Getty Museum and the University of Michigan.

EDUCATION**New York University**

New York, NY, 2000 – 2003

Bachelor of Music, Jazz Performance (Magna Cum Laude)

Founder's Day Award, 2003

Berklee College of Music

Boston, MA, 1998 – 2000

Music Business