



An accomplished creative director with over 20 years of design direction, digital strategies, UX and e-commerce experience. Proven track record in product design, identity systems and team development to exceed established business goals.

Management

10 years leading, mentoring and motivating design and UX teams ranging from junior to senior level positions in deadline-driven environments.

Capabilities

Creative Direction, Design Systems, UI/UX, Rapid Prototyping, Identity Design, and Art Direction

Experience

- Nov. 2020 — Present **Lead UX Designer / Front-end Developer: QuoteWizard (Lending Tree)**
Lead application designer and front-end developer for QuoteWizard digital products. Responsibilities include designing, rapid prototyping, managing, and maintaining digital user-flows. Led front-end design and programming for a digital mobile application used to sign up users for insurance at dealerships.
- 2015 — 2020 **Creative Director: eBags**
2012 — 2013 Designed and managed creative deliverables to drive nearly 200M in annual revenue. Mentored an array of diverse digital designers, copywriters, UX designers, contractors and interns. Collaborated with various business owners to translate seasonal strategies into digital solutions for web, email and social mediums.
- Responsible for developing and implementing eBags identity and design systems
 - Developed UX, UI standards for ebags.com site experience
 - Asset optimization for improved site speed and performance
 - Creative strategist for 500+ brand and 200,000+ product activations across all digital platforms
 - Designed, managed and maintained marketing demand-driven executions
 - Increased click-through rate by 200% using data-driven insights
 - Delivered design and UX strategies to improve sales from 6% to +20% in 2017 for Samsonite acquisition
 - Managed redesign of eBags email and rewards programs to grow membership by 65%
- 2007 — 2012 **Art Director: Handbags.com (eBags)**
Led digital experience for Handbags.com across web, marketing and social media platforms. Identified and integrated new design disciplines for the customer experience. Defining new storytelling opportunities for both luxury and non-luxury handbag brands.
- Brand and identity standards
 - Creative lead for entire UX and UI on Handbags.com
 - Managed new brand launches through site, social and email executions
 - Created additional visibility for top handbag brands by implementing unique storytelling opportunities
 - Customer experience from digital pre-purchase to tangible post-purchase experience
- 2004 — 2007 **Senior Digital Designer: 6pm.com, TUMI and Case Logic (eBags)**
6pm (eBags)
- Brand and identity system
 - Pre-purchase to tangible post-purchase customer experience
 - Design implementations for 200+ footwear brands ranging from formal to athletic styles
 - Design lead for digital and UX/UI touchpoints
 - Led creative strategies for marketing, site, email, and promotional materials



- TUMI (eBags)**
- Evolved TUMI's in-store shopping experience to a digital e-commerce omnichannel destination
 - Work spanned site design to integrated campaigns supporting the brand and product launches

- Case Logic (eBags)**
- Created an online destination to sell bags, cases for cameras and handheld devices
 - Supported campaigns and product launches

2013 — 2015

Founder, Owner: EGL

Product research, design, and development for some of the most acclaimed eSports organizations in the world. Led strategic vision for new business development while managing cross-functional teams, budgets and department productivity. Key role in strategy and succession planning for brand launches and seasonal product drops.

- Created branded merchandise for eSports organizations and pro players
- Designed, developed and maintained ecommerce platforms for multiple eSports organizations
- Digital media support for all social platforms for seasonal campaigns and product launches
- Designed + developed eSports backpack for pro players to transport equipment and tournament essentials

Accolades

2018	EGL FLYTE Backpack featured on Netflix Original 7 Days Out, League of Legends
2016	EGL FLYTE Backpack recommended as Best Gaming Backpack - Game Informer Magazine
2014	eBags - Internet Retailer's List of Top 100 Mobile Sites
2011	eBags - MCM Website of the Year
2008	eBags - MCM Website of the Year
2006	eBags - MCM Website of the Year
2005	eBags - Top 50 Web Sites for 2005
2004	eBags - Merchant of the Year (Site Design)
2002	J.D. Edwards - Silver SABRE Award in the Technology Software category
2002	J.D. Edwards - Silver ACE Award International Communications
2001	Flash Kit - 1st place among 1,400 applicants, International Motion Design Competition

Education

1995 — 1999

Multi-Media + Web Design

Colorado Institute of Art. Graduated with honors. Won best design portfolio of graduating class.

References

Available upon request.