

**EDUCATION** MARYLAND INSTITUTE COLLEGE OF ART | 2006 – 2010  
BFA Graphic Design May 2010

**WORK EXPERIENCE** RALLY HEALTH | FEB 2021 – PRESENT  
Remote, based in Southern California  
Product Designer, Health Coaching Experiences  
Currently leading design on white label Quit for Life® (smoking cessation) program enrollment experience for state services. Supporting coaching platform transition onto new design system while addressing accessibility and usability issues. Leading re-design of coaching program gallery experience where users browse and enroll in Rally Coach experiences. Supporting feature requests such as enhancements to message-a-coach functionality. Guiding the XD team in Figma transition and establishing and disseminating collaboration best practices.

ORACLE UGBU (OPOWER) | DEC 2014 – FEB 2021  
Remote  
Principal Designer  
Led a team of UX designers, copywriters and researchers to reimagine, design, test and launch the new Home Energy Report experience across web, print and email channels in under 18 months. Established a positive relationship between product management and UX through open and honest communication and setting clear, realistic expectations. Constructed new design components and maintained pattern libraries across 3 product channels. Created wireframes and user journeys to support internal tooling that enabled set-up, theming and customized configuration of customer-facing white label products. Mentored junior team members and led weekly critique and design-share sessions to elevate the design practice and improve team transparency and camaraderie. Audited suite of utility enterprise products and created new visual component system—the first phase in modernizing antiquated experiences.

AYERS SAINT GROSS | DEC 2010 – JUN 2015  
Baltimore, Maryland  
Senior Designer  
Designed and launched new firm website, crafted environmental design experiences, signage and wayfinding in collaboration with architecture team. Created infographics, iconography, and illustrations to support firm literature and presentations. Managed print and email campaigns for both in-house marketing and external clients. Coordinated and provided art direction for architectural photography shoots.

PEW RESEARCH CENTER | OCT – DEC 2010  
Washington D.C.  
Information Designer  
Collaborated with researchers and information analysts to create static and interactive data visualizations for print and web publication.

DESIGN ARMY | JUN 2010  
Washington D.C.  
Designer  
Crafted identity concepts, annual report print layouts and marketing materials for various clients

**PROFICIENT** Figma, Sketch  
Adobe Creative Suite  
Jira and Confluence  
Basic HTML/CSS (Completed GA Front End Dev Course, Spring 2019)  
Design system maintenance and implementation  
Detailed spec delivery

**REFERENCES** ML Haynes, Oracle Utility Global Business Unit, ml@mlhaynesdesign.com  
Katy Hunchar, Ayers Saint Gross, khunchar@asg-architects.com  
Tom Holdsworth, Tom Holdsworth Photography, tom@tomholdsworth.com

**INTERESTS** Using my design powers for good  
Motorcycling, mountain biking, surfing  
Walks with my dog, Rory  
Cooking and discovering new recipes