



## SUMMARY

**As an accomplished leader in the dynamic realm of UX and creative services, I bring a proven track record of driving transformative initiatives and fostering innovation. With a background as UX and Creative leader across B2B and B2C product companies and agencies, I set industry benchmarks in creative standards, user experience requirements, and executive account management.**

## HISTORY

### CORTEVA AGRISCIENCE

#### Enterprise Director of User Experience (UX)

Aug 2019 - Dec 2023 (Johnston, IA)

As the Director of UX for Corteva Agriscience, the largest global pure-play agriculture company, I drove the user-centric design and research initiatives, established user experience standards, and fostered a culture of innovation and inclusion.

- Designed and implemented the design system to be used across 500+ digital products, ultimately reducing production costs by more than \$200k annually, as well as a considerable reduction in product development timelines.
- Educated the organization on the integration of Generative AI tools to reduce reliance on stock photography and reduce media budgets by \$50k annually, as well as developed a risk assessment and implementation plan.
- Collaborated with IT leadership and product owners to bring discovery in-house and avoid costly projects with vendors to the tune of \$2 million over 4 years.
- Responsible for global font governance and successfully negotiated an 80% reduction in license fees, saving the company \$1.2 million over 5 years

**SKILLS:** *Leadership, Team Management, User Experience Research, User Experience Design, Human Computer Interaction, Information Architecture, User Journeys, Brand Development, Digital Strategy, User-centered Design, Product Development, Budgeting, E-Commerce, Strategic Planning.*

### MONKEYFOOT INTERACTIVE

#### President / Head of User Experience

May 2008 - Sep 2019 (Des Moines, IA)

As the President and Head of UX for Monkeyfoot Interactive, a global user experience and design consulting agency, I led the charge in setting creative standards and overseeing executive account management for a dynamic team of creative directors. My work spanned diverse projects with global B2B clients like Schneider Electric US/France and notable B2C clients including Fox Sports/SPEED Channel and IZEA.

- Designed, marketed, and strategized the development of Schneider Electric's Resource Advisor (SaaS) web application from initial revenue of less than \$1 million to over \$5 million annually.
- Worked with Schneider Electric in the US and France to design a global digital Partner Portal on the Salesforce platform to consolidate disparate instances around the world.
- Developed and implemented SEO strategies for clients resulting in top 3 organic search placement for more than one hundred keywords and phrases, including: Energy Management, Sustainability Services, NASCAR, racing news, and more.
- Reimagined the interactive agency business model that resulted in improved client services, satisfaction, retention, and drastically reduced overhead costs.

**SKILLS:** *Leadership, Client Management, User Experience Research, User Experience Design, SaaS Application Design, Information Architecture, User Journeys, Digital Strategy, User-centered Design, Product Development, Budgeting, SEO, Strategic Planning, Digital Marketing, Brand Creation.*

## HISTORY

### MINDCOMET CORP

#### VP of Creative Services

Jul 2003 - May 2008 (Orlando, FL)

As the Vice President of Creative Services for the leading interactive marketing agency in Orlando, I led the agency's production team, fostering collaboration across design, development, multimedia, and marcom specialists. My role included working closely with sales and strategy teams to deliver successful solutions for clients, including Disney, ADT, Tyco, NHL, Maersk/APM Terminals, Electronic Arts, Warner Brothers, Armstrong, Heineken, and Coca Cola.

- Successfully led and managed a comprehensive agency production team of more than 60 internal personnel and coordinated efforts with multiple international contractors and agencies.
- Designed and delivered an email marketing campaign for Disney to increase applications for their college program while reducing cost - successfully exceeded all quantitative target metrics by as much as 300%.
- Created online game to coincide with the release of Warner Bros Polar Express movie, garnering over 25k registered users, 200k visits, and brand engagement of almost 10,000 hours.
- Successfully relaunched the corporate website for Tyco Fire & Security to unite 84 individual brands, implement improved site and email analytics, and created a standardized internal and external communication strategy.
- Partnered with APM Terminals to develop a web-based interface for tracking containers and shipping globally resulting in measurable efficiency and productivity improvements for the organization.

**SKILLS:** *Client Management, Responsive Design, Information Architecture, User Journeys, Digital Strategy, User-centered Design, Product Development, Email Marketing, SEO, Strategic Planning, Email Strategy, User Interface Design, Human Computer Interaction (HCI) Design, Illustration, Leadership.*

### IGN ENTERTAINMENT

#### Creative Director

Jun 1997 - Jul 2003 (San Francisco, CA)

As one of the founding employees and a key player in executive management at IGN, a powerhouse in video game reviews and online content, I held a pivotal role in creating the company's brand and creative direction. My impact extended beyond internal initiatives as I collaborated with advertising clients such as Visa, Reebok, Nike, and Universal.

- The online ad campaigns I spearheaded directly contributed to the substantial revenue success of the company, leading to a successful IPO.
- Collaborated with the Interactive Advertising Bureau (IAB) to define new online advertising standards, including the full-page interstitial, 250x300 ad banner, and modal popup ad banner... i'm sorry for my significant contribution to all of those in hindsight.
- Responsible for the design and creation of a 60-page monthly PDF magazine that resulted in a 500% increase in paid subscribers.
- Recruited and trained an industry-leading team of designers that have gone on to become creative leaders across the industry in companies such as Apple, Ancestry.com, and Google.
- Managed a large team of designers that created and maintained branding and interfaces for 50 channels and networks.

**SKILLS:** *Budgeting, Information Architecture, User Journeys, Wireframes, Online Advertising Governance, Product Development, Email Marketing, SEO, Recruiting, Email Strategy, User Interface Design, Leadership.*

*\* Also played Goofy at Disney World and have an incredible fear of spiders, but neither are really relevant here.*

## EDUCATION

1994-1996

Florida State University // Bachelor of Science, Studio Art

## MISC

2018-2019

Strategic Communications Committee // United Way of Central Iowa