

Portfolio Elements

HealthMap mobile | Personal healthcare project management tool (current project)

Project lead, concept, information design, wire framing & UX

- HealthMap is a tool to help individuals get the most out of their healthcare
 - Dayview: daily schedule of appointments and treatments
 - Medication: manage medication schedule, track usage
 - Menu: simple swipe reveals primary sections, search, and preferences
 - Meeting/Appointment: organize for a meeting with doctor or other provider

Cornell University | University digital communications innovation

Project lead, information & communication design, design manager, all concepts

- Cornell University Web Space redesign
 - Cornell Home: highlight the beauty of 450 acre campus while focusing attention on useful information
 - Cornell Search: coordinate and standardize disparate search indices
 - View Source: first major web property redesign to use a transparent process to inform & communicate
- Explore Cornell: innovative approach to marketing university through community access to research content

Paymap | Reboot of existing online payment product

Hands-on UX manager, UX spec, product concept, wireframes, information design, prototype

- Complete overhaul of Paymap.com payment product
 - Simple, but important step: create a series of mental models for the user
 - My concept for account/s overview supported 80% of service calls in an area of only 300x400 pixels
 - With useful mental models, we enabled users to access any piece of relevant info in seconds

Innovation | Highlights of innovation

A small selection of innovative ideas from my career

- Explore Cornell: innovative approach to marketing university through community access to research content
- Cornell View Source: first major web property redesign to use a transparent process to inform & communicate
- Internet Travel Network Flight Tracker: first real-time flight tracking tool
- Western Union Email plug-in: concept for making recurring payments easy for Outlook users
- Paymap Macro: account/s overview concept supported 80% of service calls in an area of only 300x400 pixels
- Appropriateness: thought experiment that enabled the team to envision appropriate device application

Fortune 500 Products | Bringing improvements to a matrixed organization

Hands-on CX and UX manager for new product development, WesternUnion.com

- Payments concepts
 - Persona development for payments profiles
 - Money transfer payment interface design
 - Blue sky 360° interactions: kiosk bill payment
 - Blue sky 360° interactions: desktop payments app

Exponential Interactive | Enabling collaboration and global communication

Concept, design and implementation of Exponential EDGE, custom communications and collaboration system

- Product management for ad scheduling and performance management app, Expo9
- Exponential EDGE collaboration system
 - Custom SharePoint 2010 concept and execution, including “normalizing” SharePoint UX
 - Developed method for communicating with groups while maintaining contextual relationships to whole
 - Analyzed and developed streamlined business processes for globally distributed teams