

PERSONAL MISSION STATEMENT

Shaping the future of technology with my leadership, creative talents, technical skills, analytical thinking, and a huge passion for great user experiences, while leveraging design as a primary driver for business growth.

QUALIFICATIONS SUMMARY

- Dependable leader and mentor, effective communicator, intelligent planner and problem solver
- 20+ years of driving product vision, design strategy, design systems, product management & UX/UI
- 15+ years of leading digital product design and architecture in agile environments
- 10+ years of photography, video editing, camera operating, live streaming and switching
- B.S. in Computer Science & B.A. in Digital Arts from Stetson University

PROFESSIONAL EXPERIENCE

Head of Product Design & UX

2019 – Present

AbbaDox | Aventura, FL

- Scaled the Product Design team by 260% and spearheaded a departmental pivot to a high-output, remote, Agile DesignOps workflow leveraging Figma, Miro and other collaboration tools
- Mentor a remote team of POs and Designers helping them mature from novices into superstars
- Drive enterprise value by re-engineering complex clinical workflows to maximize efficiency with great UX
- Maintain the long-term product roadmap and UX vision in direct partnership with executive leadership
- Pioneer the Design Thinking approach to deliver high-quality, intuitive features while collaborating with Engineering, Design and Client Success teams
- Build and oversee maintenance of a robust enterprise design system in Figma
- Ensure WCAG 2.1 AA accessibility compliance to deliver inclusive healthcare experiences

UX/UI Course Instructor for Caltech & Purdue Bootcamps

2024 – 2026

SimpliLearn (California Institute of Technology & Purdue curriculum) | Online

- Cultivating the next generation of UX talent by teaching weekend Bootcamp courses for adults covering Product UX/UI Design, Design Thinking, UX Research, Wireframing, Prototyping and Usability Evaluation

Sr. Software UX Designer

Mar 2019 – Oct 2019

NextEra Energy | Juno Beach, FL

(8-month contract)

- Design a NAESB compliant gas pipeline software for transportation of natural gas
- Create wireframes, hi/low fidelity mockups and design diagrams using Figma
- Collaborate with Product Owner, Business Analyst, front-end & back-end Agile Scrum development team

Product Manager (formerly Lead Software Developer)

2007 – 2019

The PGA of America | Palm Beach Gardens, FL

- Lead development of a near real-time online golf scoring system used in 150+ tournaments with live leaderboards, admin tools, mobile scoring devices, bulk SMS texting, reporting tools, and data feeds
- Manage and train walking scorers and scoring control staff for major championships
- Reduce scoring costs by over \$200,000 per major event such as PGA Championship and Ryder Cup
- Support 28,000 Golf Professionals and 11,000 Golf Facilities by developing custom websites and reports

UX/UI and Web Development Instructor

2015 – 2016

Palm Beach Code School | Palm Beach, FL

- Teach User Experience, HTML, CSS, JavaScript and jQuery in 3.5 hour evening classes to groups of adults

Multimedia Developer

2005 – 2007

Web Power, Inc. | Palm Beach Gardens, FL

- Develop a multi-user, ColdFusion and MS-SQL database driven enterprise level web-based software solution to organize and meta-tag thousands of video clips for search and distribution
- Integrate Sony Vegas with ASP.NET and MS-SQL to automatically edit and encode video files into multiple formats with bumpers, overlays and fades
- Develop Visio mockups / wireframes of user interfaces with functional specifications driving UX

EDUCATION

B.S. in Computer Science & B.A. in Digital Arts

Stetson University, DeLand, FL

- CS Research: Automated categorization of video, based on audio content
- DA Research: A toolkit for real-time audio and video processing

The Landmark Forum Graduate

Landmark Education

- A program designed to bring about positive and permanent shifts in the quality of your life, bringing about a unique kind of freedom and power

AREAS OF EXPERTISE

Area: **Product Design, Product Management, Software Design, UX/UI**

Tools: Figma, Miro, Jira, Confluence, Deque Systems Axe DevTools, Claude & Claude Design

Activities: Design System Creation and Maintenance, Wireframes, Interactive Prototypes, Accessibility
Low/Mid/High Fidelity Screen Mock-ups, Personas, Flow Charts, UX Diagrams

Area: **Software Development, Software Engineering**

Tools: Visual Studio Code, GitHub, GitKraken, SQL Server Management Studio, Storybook

Activities: Software Architecture, Database Architecture, Code Writing, Code Review

Area: **Photography, Video, Digital Media**

Tools: Adobe Creative Suite – Photoshop, Lightroom, Premiere Pro, Audition

Apple – Final Cut Pro, DVD Studio Pro

Other – Sony Vegas, Sony DVD Architect, Media 100

Activities: Professional Photography, Real-Estate Photography, Car Photography, Corporate Headshots, Portraits, Video Shooting, Video Switching, Video Streaming, Video Editing

Area: **General**

Tools: Microsoft Office – Word, Excel, Outlook, PowerPoint, Visio, OneNote, SharePoint, Teams

Google Analytics, Google Search Appliance, Slack, Businessmap

Activities: Software Strategy, Software Roadmap

ACTIVITIES AND AWARDS

- Lead a team to winning the 1st place prize at 2016 UX-Dev Summit Hackathon / Design-a-thon
- Contest Winning Photographer
- University Symphony Orchestra Scholarship (violin), Chamber Orchestra Scholarship (violin)
- University Dean Scholarship, multiple academic awards
- Association of Computing Machinery Vice President, Video Club, Photography Club, Math Club

CITIZENSHIP AND LANGUAGE

- U.S. Citizen. Fluent in English & Russian languages