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## SUMMARY

A UX design researcher and content strategist that cuts through the noise to create elegant content solutions based on user needs. I evangelize sensibility and engender empathy between stakeholders through competitive evaluation, ethnography, contextual interviews, persona builds, mental models, task analysis and content creation.

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## WORK EXPERIENCE

apr 2016 - current

### **User Researcher | Tripit/Concur | San Francisco, CA**

- Collaborate with product teams to identify research topics
- Design studies that address both user behavior and attitudes
- Generate insights that both fuel ideation and content design
- Conduct research using a wide variety of qualitative methods and quantitative methods

jul 2004 - jan 2016

### **Freelance UX Strategist/Copywriter | San Francisco, CA**

**Client Roster: drinkos.com, philtre.com, Talbots, Fredrick Fekkai, Bath & Bodyworks, Proctor & Gamble**

- Creative concepting & copywriting for various media channels
- Crafted and implemented various "tone and voice" guidelines
- Created comprehensive digital and integrated solutions
- Conducted qualitative research to ensure product aligned with user needs

jan 2004 - mar 2015

### **CEO/Director | Local 14 Pilates | San Francisco, CA**

- Built and administered elegant Union Square-based studio from ground up
- Fostered a loyal, extensive and diverse clientele
- Groomed and mentored fellow teachers

jul 2002 - aug 2003

### **Lead Writer | CalAg Magazine | UC Office of the President | Oakland, CA**

- Managed flow of manuscripts through peer-review process
- Interpreted and implemented policy and procedure for authors and editors
- Transitioned entire program from print to digital platform

mar 1999 - mar 2001

### **Copywriter | Adobe (formerly Macromedia) | San Francisco, CA**

- Partnered with designers to concept and create overall look and feel of global ad campaign
- Developed content for all corporate marketing collateral including digital ads, product packaging & direct mails
- Wrote and refined technical materials including white papers, case studies and manuals

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## TOOLS

Flinto | Invision | Sketch | Keynote | Adobe applications | Pencil / Paper

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## EDUCATION

General Assembly, San Francisco, CA, User Design Immersive  
University of California, Berkeley, CA, Bachelor of Arts, Rhetoric