



EXECUTIVE SUMMARY

Relationship-driven Senior Creative Designer with over 20 years of experience delivering high-conversion digital solutions for multi-million dollar software suites and global commerce portals. Expert at bridging complex business objectives with user-driven requirements, leveraging advanced AI tools – including Claude, Gemini, and ChatGPT – to accelerate the UX lifecycle and secure W3C WCAG AA-AAA compliance. Proven track record of propelling web metrics by 30% and generating millions in revenue through strategic leadership and cross-functional collaboration.

NOTABLE SKILLS

- **AI & Efficiency** Claude, Gemini, ChatGPT, Microsoft Copilot, FigmaMake, FigJam
- **Communication Guru** Reputation for clear, direct, and reliable communication
- **Design & Prototyping** Figma, Sketch, Adobe Creative Cloud, Material Design, Design Systems
- **W3C Standards Practice** ADA (AA & AAA), A/B testing, usability studies, Pendo, Google Analytics
- **Front-End Development** Responsive HTML5, CSS3, JavaScript, Email Production, Asset Optimization
- **Workflow & Leadership** Agile/Scrum, Jira, Confluence, Cross-functional leadership, and QA testing
- **Relationship-Driven** Devoted collaborator who prioritizes and places business connections high

PROFESSIONAL EXPERIENCE

Follett Software LLC – McHenry IL – Senior UX Designer

Nov 2012 – Oct 2025

- **AI-Driven Prototyping** Accelerated design lifecycle for Master Library Suite by integrating Claude, Gemini & ChatGPT with Figma, greatly reducing delivery time.
- **High-Impact E-Commerce** Spearheaded UI/UX strategy for a \$2M commerce portal facilitating online book fairs and ensuring a seamless user journey.
- **Product Ecosystem Leadership** Led comprehensive UI redesign and accessibility audit for Follett Destiny, a flagship platform for a \$2.7B K-12 education provider.
- **Strategic Project Delivery** Directed UX design for a \$1.2M course scheduler, balancing complex business logic with intuitive user requirements.
- **Technical Execution** Delivered production-ready HTML/CSS for Follett Shelf and established a centralized design system to ensure brand consistency.
- **Accessibility & Compliance** Partnered with Product/QA teams to guarantee all handoffs met WCAG AA-AAA compliance and rigorous usability standards.
- **Branding Conscious** Ensured all components, colors, styles and imagery are “on brand,” and reinforce the industry recognized name and reputation.
- **Marketing Partner** Collaborated with MarCom teams to mirror visuals with print. Cooperated with team on asset creation for social media, site, and email campaigns.

JA Design – Gilberts IL – Senior Independent Design Contractor

Oct 2010 – Nov 2012

- **Revenue Generation** Engineered targeted email campaigns for Zoro Tools (W.W. Grainger) based on purchase data, securing sales of \$270K+ within 8 months.
- **Social Media Growth** Generated \$60K+ in social media revenue and organically expanded email subscriber lists by 3K+ members.
- **Multi-Vertical Design** Delivered branding standards and design systems for high-profile clients including Discover Card, VISA, GE Capital & Orbitz Worldwide.
- **Project Management** Managed end-to-end production for web and digital advertising, delivering high-quality assets on-time and within budget.

CCH (Wolters Kluwer) – Riverwoods IL – Internet Design Manager

Apr 2005 – Oct 2010

- **High-Stakes Financial Impact** Spearheaded the design of user conference platforms that generated annual revenues exceeding \$5M.
- **Standardization & Optimization** Established enterprise-wide email marketing guidelines, driving \$2M+ in sales and improving engagement metrics by ~30%.
- **Creative Leadership** Directed a cross-functional team of designers and creators, overseeing the full lifecycle of project planning and implementation.
- **Art Direction** Provided senior-level art direction for high-budget video and photography shoots to ensure brand alignment.

Quill Corp (Staples Inc) – Lincolnshire IL – Senior Interactive Designer

Mar 2001 – Apr 2005

- **Conversion Success** Increased conversion rates by nearly 20% within one year by streamlining ad design and managing ad hierarchies.
- **Sales Generation** Designed landing pages and email campaigns resulting in over \$1.5M of new unique sales and 60K+ returning customers.

ADDITIONAL EXPERIENCE

- **Adjunct Professor** Created curriculum and instructed 200-level graphic design courses on campus at Wheaton College (IL)
- **Early Career** Art Director and media design roles for MyPoints.com & Rust-Oleum (IL)

EDUCATION – AWARDS – AFFILIATIONS – VOLUNTEERISM

- **Education** BFA, Graphic Design (Honors), Minor in English – Iowa State University
- **Continual Ed** Advanced courses at Purdue, Ivy Tech, Harper College & College of DuPage
- **Awards** Telly, iMerchant, Compassion, Pacesetter, and Silo Buster awards
- **Affiliations** AIGA, NN/g, Human Factors International (HFI), and AMA
- **Volunteerism** Crisis Text Line, Men's Journey Group, and Racial Equality & Justice Group