



Experience

SERVICE DESIGNER

Supported global and national organizations through business transformation, developed scalable services from concept to implementation, and enabled cross-functional teams to effectively deliver envisioned experiences.

Royal Philips | Boston, MA | 2016-Current

- Partnered with program leads to define and manage project teams of 10-20 people
- Contributed to detailing new business creation process for \$3.1B business cluster
- Guided service concept development that led to \$27M First of Kind customer contract
- Set initial ways of working as 1st Design hire for market-based accelerator program
- Co-led monthly service design community of practice with 30-40 global members
- Interviewed and assessed design candidates as part of 3-person hiring team
- Funneled design support opportunities for double year-over-year project volume

Allstate | Chicago, IL | 2016

- Consulted on planning and executing new service prototype in under 8 weeks
- Provided expert analysis and recommendations based on results to executive leadership

YMCA of the USA | Chicago, IL | 2015

- Introduced and guided user-centered design for 2 programs impacting up to 2,700 sites
- Led planning, conducting, and analysis of user research completed within 30 days
- Setup and managed on-going prototyping at 9-12 local Y's per program project
- Collaborated with 4-6 adjacent departments on program implementation and roll out

SPATIAL DESIGNER

Translated global and nationally-recognized brands into unique physical experiences while maintaining alignment with existing corporate objectives and guidelines.

Ikoniq | Farmington, NY | 2010-2012

- Led portable concept development for top 3 food and beverage providers
- Coordinated and supervised graphic production for 90% of projects
- Supported sales team on proposal presentations approx. once a month
- Managed 5-6 on-going projects from design to construction at all times

Gallo | Rochester, NY | 2007-2010

- Developed approx. 100 exhibit and tradeshow concepts per year
- Led design team on company's top multi-million dollar accounts
- Managed brand conversion across 3 mergers and acquisitions within 2 year time span

Additional Experience

Engaged with greater professional and industry community to share expertise, develop knowledge base, and find inspiration.

Guest Lecturer | IIT | 2016-2018

Volunteer | Design Museum | 2016-2018

Site Host | Global Service Jam: Boston | 2018

Presenter | "Service Design in Agile Environments" | SCAD | 2018

Selected Exhibitor | RIT Design Autopsy | 2017

Professional Participant | Yale Healthcare Hackathon | 2016

Co-presenter | "Culture of Innovation" | Chicago Service Design MeetUp | 2015

Professional Mentor | University of Illinois at Chicago | 2015

Professional Participant | Global Service Jam: Chicago | 2015

Guest Lecturer | Drexel | 2014

Notable Submission | Core77 Design Awards: Service Design | 2014

Student Mentor, Teaching Assistant | SCAD | 2012-2014

Student Participant | Global Service Jam: Savannah | 2013

Professional Mentor | RIT | 2008-2011

Guest Lecturer, Panelist, & Reviewer | RIT | 2010

Education

SERVICE DESIGN MFA

Savannah College of Art & Design

Sustainable Box of Retail Know-How:
Communicating the Regenerative
Marketplace of Well-being (Thesis)

INDUSTRIAL DESIGN BFA

Rochester Institute of Technology

Interior Design AAS
Communication Minor
Business Administration Certificate

Areas of Expertise

User Research

Qualitative, quantitative, generative, evaluative, attitudinal, behavioral; research design, analysis, reporting

Mapping

Customer experience, decision journey, value chain, business processes, service blueprints

Service Prototyping

Scenario storyboard development, digital demonstrators, marketing mock-ups, service scripts, desktop walkthroughs, "wizard-of-oz" service delivery, MVP piloting

Facilitation

Agenda, activity, and tool development

Agile Development

Scrum trained, SAFe certified; Lean start-up approaches; growth hacking techniques

SOFTWARE

Adobe CC Design, Visio, InVision, MS 365 Suite