

/PURPOSE My mission is to devote my passion and skill for design toward making our future one of the good ones.

WORK HISTORY **Meetup.** Shortly after starting at Meetup I was promoted to become the company's first Design Director. Over 3 years I helped to establish a design culture, recruit new talent, and grew the design team from 4 to 9 designers. After building the case for it, I led the leadership team through a successful rebrand with Sagmeister & Walsh while at the same time leading the design team through a complete redesign of the iOS and Android apps. As a director, I coordinated between teams, held events, participated in board meetings, contributed to the overall company strategy and decisions, and played a key role in establishing new company values.

TheLadders. I was the primary designer on a total reboot of the company's core product using (then) new technologies including responsive design, SASS, and atomic design. In addition to my core function as a visual designer, I regularly participated in product strategy and prioritization, user testing and design studios, and contributed to front-end code and code reviews. I was on the agile committee, the company's culture council, and was nominated for a peer award.

Interactive One. A suite of disparate ad-supported media properties (like NewsOne.com and TheUrbanDaily.com) loosely organized around a massive social network (BlackPlanet.com) generates an intense and relentless design demand. I oversaw the visual design output of both the product and marketing design teams. In 1.5 years, my team and I designed and built all 50 radio station sites and redesigned the content sites—all while adding features to BlackPlanet, and churning out several custom ad campaigns per month. CEO Tom Newman said on my departure, "Your imprint is literally everywhere—from creating our mission to touching millions of consumers every day with your designs, product, and thoughtful creativity. You were one of our pioneers! You will be missed."

AtmosphereBBDO. I was a "fireman." Instead of belonging to one account, I worked with whatever client had a crisis. I worked on projects for mega-brands such as Pepsi, Monster, Hyatt, Visa, Citibank, and Conservation International where I was counted on to fill in whatever was needed—ad concepts, illustration, site design and flash animation—in the nick of time.

Behavior. In the earliest years of the agency, I worked beside the now-famous co-founders to build flashy, cutting-edge, immersive, rich media experiences for superstar clients like HBO and P. Diddy's "Vote or Die."

Independent Work. In the first half of my career, I freelanced heavily. For a while I ran my own small shop with a dev-collaborator. Working with interesting clients like The New York Times, Icon Nicholson, and Heavy allowed me to hone my business practicality and presentation skills, travel, and even live in Berlin for a year.

PROJECTS **StartupBus & Happstr.com.** In 2012 I joined a crazy competition where handpicked folks pitch ideas and form teams to build a startup in 3 days on a bus-ride to SXSW. My team built a responsive site to tag where you feel happy and why. We were finalists, and were covered by Mashable, and The Atlantic.

Atomic Design Open-Source Project. My frustrations managing design assets for large projects first expressed themselves as a spiky manifesto on file-naming, but later matured into a method of collaboratively breaking projects into libraries of reusable chunks of functionality and style. The idea got traction after I spoke about it at the AgileUX 2012 conference.

Hackers on Planet Earth, Chaos Computer Congress, Hackers on a Plane. The quality of a conference has as much to do with designing the attendees' experience as the quality of the speakers. It requires a shocking amount of design—websites, t-shirts, signage, etc. I was never more tired, or happy.

EDUCATION I made my first website in 1993 with 'pico' and 'Mosaic.' It featured a picture of me, morphing into a cat.

I attended the University of Colorado for about a year before moving to NYC to design webs full-time.

Staying educated about design and the web is serious business. I regularly attend meetups, hackathons and conferences, to learn new skills, and stay relevant.