

I design experiences that connect people with each other and to their passions. My strength as a designer comes from exploring digital media as an emergent field for reading, writing, and storytelling.

EXPERIENCE

technekai, New York, NY

September 2009 – Current

Consultant

Services provided include interaction design, strategy, and writing for digital media. Key projects:

- **Lego A/S:** Currently leading the New York office, where we are designing creative applications for digital storytelling and virtual robotics.
- **MarthaStewart Living Omnimedia:** Redesigned search interface and category landing pages for MarthaStewart.com; designed, conducted and analyzed in-home user interviews for the future EverydayFood.com.
- **Sesame Workshop:** Designed and directed user experience for all digital media projects, from sesamestreet.org to games and iPhone apps, ebook interfaces to research projects, across all brands, audiences, and platforms.

IconNicholson, New York, NY

September 2008 – August 2009

Associate Creative Director

Leading user experience team in development of creative vision for redesign of major museum website. Project includes research, concepting, and collaborating with client to articulate their strategy for a digital media platform that will redefine the 21st century museum experience.

R/GA, New York, NY

September 2003 – August 2007

Trend Researcher, December 2006 – August 2007

Discovered, analyzed, and evaluated trends in Americans' use of technology. Designed structure and content guidelines for an internal blog at Nokia devoted to tracking these developments.

Senior Interaction Designer, September 2003 – September 2006

Lead interaction designer for Nike and Target digital advertising accounts. Responsibilities included design of content, structure, and functionality of interactive Web and mobile experiences. Contributed creative concepts and strategy for Nokia, Intel, McDonald's Levi's, Verizon.

SELECT HONORS

Brown University Electronic Writing Fellowship 2006-2008

To support research and creative work in writing for digital media

Cannes Lions 2006

Nike iD in Times Square Bronze, Ambient: Stunts and Live Advertising

Target Design for All Bronze, E-Commerce

New York Festivals Interactive Awards 2005

Nikewomen.com Gold World Medal in E-Commerce

EDUCATION

Master of Fine Arts, 2008, Literary Arts Program, Brown University

Master of Professional Studies, 2003, Interactive Telecommunications Program, New York University

Bachelor of Science, 2001, Cognitive Science and Digital Art, State University of New York at Buffalo