

### Digital Strategy • UI/IxD/UX Design • Marketing & Promotion • Innovation Processes • Team Leadership

A passionate and seasoned UX design executive with deep experience across editorial news, broadcast television, retail, e-commerce, content development, marketing, and branding. I specialize in transforming strategic business goals into innovative, cross-platform digital experiences—fostering collaboration, creativity, and high-performing teams. Lead by example, championing human-centered design, co-creation frameworks, and lean UX methodologies to drive scalable, high-impact solutions. Excited by both the work and the methods behind it, I thrive in fast-paced environments, rolling up my sleeves when needed while also coaching and mentoring teams to push the boundaries of design excellence.

## Experience

### Macy's Inc. / Director of Design / UX

NOVEMBER 2020 - PRESENT - NEW YORK, NY

- Defining UX Vision & Roadmap – Develop multi-horizon strategies that align human needs, consumer behavior, and brand potential to drive digital and omni-channel innovation
- Driving Zero-to-One Innovation – Lead the design of Live Video Shopping, AR Try-On, Virtual Shopping Advisors, and Subscriptions to create personalized, immersive shopping experiences
- Shaping Loyalty & Personalization – Drive UX for loyalty programs, enhancing digital and in-store experiences that generate over \$400M in revenue
- Scaling Design Frameworks – Establish UX sprints, co-creation playbooks, and service design methods to accelerate innovation and rapid prototyping
- Building High-Performing Teams – Mentor UX talent, fostering innovation, craft excellence, and user advocacy
- Aligning UX with Business & Tech – Collaborate with executives, product, and engineering to translate guest needs into strategic design solutions
- Leading Digital Monetization UX – Optimize retail media experiences that generate over \$150M while balancing business goals with user-first design
- Ensuring Design Excellence – Maintain high UX standards, leveraging data and human-centered methodologies to refine and scale guest experiences

### Shutterstock / Sr. Director of UX & Product Design

NOVEMBER 2020 - APRIL 2020 - NEW YORK, NY

- Led the strategy, execution, and continuous improvement of UX and product design to enhance customer experience and business impact
- Partnered with marketing and brand teams to create cohesive designs and messaging that drive revenue, subscriptions, and loyalty
- Engaged senior leadership in defining and communicating UX and product design strategies for both short- and long-term growth
- Advocated for user needs, ensuring customer insights informed business strategies and design decisions
- Recruited, coached, and mentored high-performing design teams, fostering innovation and career growth

## Honors & Awards

### CNBC iOS App - Best Mobile Innovation

MARCH 2017 • DIGIDAY AWARDS

Digiday Publishing Awards Finalist in the Best Mobile Innovation category

### Best Website: CNBC.com

NOV 2012 • RADIO TELEVISION DIGITAL NEWS ASSOCIATION (RTNDA)

Winner of the 2012 National Edward R. Murrow Award in the "Best Website" category

### Marijuana & Money: CNBC Special Report

MAY 2011 • WEBBY AWARDS

15th Annual Webby Awards Honoree in the "Web Pharmaceuticals" category

### CNBC.com: NetNet with John Carney

APR 2011 • CABLEFAX BEST OF THE WEB

Winner of the CableFAX Best of the Web Awards in the category of "Website Design"

### "Boom, Bust & Blame: The Inside Story of America's Economic Crisis" Special Report

NOV 2009 • NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

7th Annual Emmy Awards For Business & Financial Reporting: New Approaches To Business & Financial Reporting Nominee

This original online editorial package offered a comprehensive look at the economic collapse that gripped the world.

## CNBC / Director of Design / UX

AUGUST 2006 - JANUARY 2019 ENGLEWOOD CLIFFS, NJ

- Lead UX, creative, and digital branding for CNBC Digital, reaching 80M+ monthly users and ranking #1 in Business News video
- Built and mentored a multidisciplinary design team specializing in UX, UI, research, prototyping, and information architecture
- Redesign CNBC Digital platforms to enhance content engagement, user experience, ad integration, and loyalty
- Drive product innovation using design thinking and lean UX, from ideation to launch and iteration
- Develop user personas, journeys, wireframes, UI, motion design, and design systems in collaboration with research and product teams
- Provide UX and creative direction for CNBC PRO, Warren Buffett Archive, CNBC Make It, and CNBC Prime
- Oversee UX/UI design for CNBC's apps across iOS, Android, Apple TV, Roku, Fire TV, Samsung TV, Alexa, and Google Assistant
- Manage external agency partnerships, design resources, budgets, and toolkit optimization
- Create executive presentations, marketing materials, and special event assets
- Serve on Comcast/NBCU UXD council to align enterprise-wide creative strategy

## Arc Worldwide / Associate Creative Director

MAY 2004 - AUGUST 2006 NEW YORK, NY

- Developed innovative brand, advertising, and marketing strategies for clients such as Cadillac, Johnson & Johnson, Diageo, Kellogg's, and McDonald's
- Led a cross-functional design team, collaborating with writers, photographers, developers, and production artists to execute advertising, marketing, and promotional campaigns across print, in-store, and digital channels
- Art Directed photo shoots and commercials, managing talent casting, coordinating with production teams, and working closely with writers on scripts and brand messaging

## Gartner / Art Director

AUGUST 2001 - MAY 2004 STAMFORD, CT

- Led and mentored the Digital Design team and responsible for all creative direction and UX of Gartner.com and sub-brands
- Managed full lifecycle projects from discovery and ideation to information architecture and strategy and finally through an iterative design process into development, QA testing, and launch
- Enhanced Gartner's premium research products digital delivery by optimizing the designs via collaborations with products, analysts, writers, and marketers to understand the customer needs and improve usability
- Elevated Gartner's global presence on the internet by adapting and translating the marketing team's global brand architecture into digital experiences

## Education

### Manhattan College

BA, Communications / Film & Fine Arts  
BRONX, NEW YORK

## Professional Development

### IDEO – Insights for Innovation

5-week course, an in-depth focus on the first phase of design thinking, with Jane Fulton Suri, Partner Emeritus & Executive Design Director at IDEO, and Coe Leta Stafford, Partner at IDEO & Executive Design Director of IDEO U

### Design Sprints

Completed Master the Sprint Process with DesignBetter.Co and Adam Perlis, founder of Academy UX & Design

### Lean UX Process with Jeff Gothelf

Participated in week-long workshop led by author, speaker and Lean UX guru, Jeff Gothelf — Lean UX and process training

### Agile Methodologies

Completed Agile / Scrum Software Development Process Training and Integration, conducted by XoJom Group

## Specializations

Creative Direction and Management  
Design Thinking and Agile Development  
Product Vision and Content Strategy  
Visual and Interaction Design  
Graphic Design and Typography  
User Research and Testing  
Rapid Prototyping  
Marketing and Promotions  
Brand and Identity Development  
Photography and Cinematography  
Executive Presentation Design