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## SUMMARY

Interactive strategist who inhabits the intersection of web & mobile UX, social media and game theory.

## RECENT PROJECTS

- + PieLab – a behavioral economics laboratory cleverly disguised as a pie cart
- + PAF Bocce – a summer sports league to bring creatives & techies together
- + IconRainbow – a color trend analyzer that uses iPhone icons as the data
- + SXSW Crush – a twitter app that lets you anonymously reveal your geek crush
- + Noms.in – hand-curated city guides with moxie

## CONSULTING

10.2009 – present  
Cheezburger, Inc  
Travelocity

Crayola  
T-Mobile

PICA  
FoodGeeks

## EMPLOYMENT HISTORY

10.2008 – 06.2009  
StepChange Group

*Interactive Brand Manager*

- + Create concepts for facebook apps, microsites and mobile sites.
- + Define functionality and flows for apps.
- + Produce comps for pages. Implement the html and css in views.
- + Lead team brainstorming sessions.

07.2008 – 10.2008  
Multnomah County

Consultant: *Interactive Designer*

- + Consultant for the county to completely overhaul their online identity.
- + Implement templates in Vignette CMS.

10.2007 – 07.2008  
ShedRain Corporation

*Sr. Graphic Designer / Product Developer*

- + Manage team of graphic designers to support apparel and marketing.
- + Create, maintain and market multiple brands' web sites.
- + Produce new product designs and presentations for accounts in excess of \$12 million.

09.2004 – 10.2007  
Horizon Media Group

*Graphic / Interactive Designer*

## EDUCATION

05.2002 – B.F.A. in Studio Art, minor in Computer Science  
Arkansas State University, Jonesboro, AR