



EXPERIENCE

UX Architect with 17+ years of professional experience

- Primary Apps/IDEs // Axure, Invision, Photoshop, Eclipse, BBEdit, Dreamweaver, Visual Studio
- Code // HTML, CSS, Javascript, Bootstrap, JSP/JSTL, WordPress/PHP
- Platforms / VC / Database // ATG/Endeca, Apache, IIS, GIT, SourceSafe, TFS, Subversion, CVS, MySQL

EMPLOYMENT

Self Employed

Owner Shore Dream, LLC 3/2019 - 1/2021

- Short-term rental company specializing in waterfront properties
- Profitable within 6 months
- AirBnB Superhost every month since eligibility

Stay at Home Dad

11/2017 - 9/2019

- Took the supporting role in our household so my partner could pursue her dream job, and not be hours/effort-limited in her new role
- Filled my non-dad time walking and sitting dogs, doing piecemeal design/dev freelance, and renovating our home so I could start my short term rental business

Freelance

Taistech 5/2017 - 10/2017

- UI Design for client websites—client onsite and remote
- UX Heuristics Analysis for new business—remote

AAXIS Commerce – Los Angeles, CA (Remote)

UX Architect 1/2014 – 2/2017

- Remote + frequent visits to client offices.
- New business and project delivery. Mix of hands-on design activities and design project oversight.
- Break down of activities:
 - 35% Hands on UX/UI design/prototyping/research, onsite at clients
 - 35% Client design team oversight and design/dev project oversight
 - 15% Offshore dev/design team oversight
 - 10% New business onsite/demos
 - 5% Ideation, director/VP level meetings, internal policy, hiring, etc.

- Primary Clients: Ferguson, PerkinElmer, Nutrisystem, Ashford, Beacon Roofing, Lupo (Brazil), Digicel (EZZYSHOP Jamaica), Toshiba, Dubai World Trade Center (Dubai, UAE), countless new business designs (Brazil and Chile)

Multiple

Web Designer, UX Designer, FED - Primarily mid to large sized e-commerce 12/2001 - 12/2013

- GE Medical, WE Energies, Trisept Solutions, AT&T, Hawkeye Cohesion, Zones, Freelance

Swankboy, LLC – Milwaukee, WI

Cofounder/Designer/Developer 5/2000 – 12/2001

- Established small design/photography firm – sales, design, development, client management, accounting, etc.

Prior Experience

District Manager, Store Manager, Sales 5/1997 - 4/2000

EDUCATION

University of Wisconsin - Fine Art (Graphic Design Emphasis) - 1993-1997

Arizona State University - Global Business Management - 2021-Present