



EXPERIENCE

Nyquist Design, Founder and Head of Studio: Oct 2002 – Present

- Manage Fortune 500 client accounts. 87% Client retention.
- Build and oversee diverse teams, including full-time, on-site, and remote employees, and contractors.
- Handle budgeting and oversee all business aspects.

Long-term contractual engagements

Chegg, Contract UX Manager: Oct 2018 – Jan 2020

- Led a team of product designers in the design of an employment web app for students.
- Guided UX Strategy. Collaborated with cross-functional teams. Analyzed user feedback.
- Increased organic SEO traffic to product landing pages by over 200% through strategic design.

Samsung, Contract UX Manager: Jun 2012 – Aug 2014

- Led a team of product designers on key design initiatives for desktop, mobile, and wearables.
- Defined UX standards. Mentored UX team members, drive innovation in design.
- Reduced project timeline by 30% through implementing streamlined processes and workflows.

PayPal, Contract UX Manager: Jan 2004 – Present

- Led a team of UX designers on high-profile projects—including the redesign of send/receive money.
- Ensured seamless user experiences. Communicated UX strategies and insights to stakeholders.
- Decreased related customer support tickets by up to 50% by addressing common usability issues.

Ongoing, intermittent, short-term contractual engagements

Netflix, SAP, Adobe, Yahoo!, Stanford, Sandisk, Vanage, UpWork, E*TRADE, and Ebay

Frog Design, Designer: Oct 2000 – Jan 2002

- Key design contributor on some of frog's most valued accounts—SAP, Symantec, Nvidia.
- Worked within the brand group as well as their early digital media group.

Netflix, Senior Designer: Jul 1999 – Jul 2000

- Netflix's first and only visual designer at the time
- Played a critical role in the design of their original website, and the design of their v2 website.
- Collaborated with design agencies and design researchers.

EDUCATION

California Polytechnic State University, San Luis Obispo, Graduating Class of 1999.

Applied Art & Design with a dual concentration in Graphic Design and Fine Art. Bachelor of Science

BOARDS

West Valley College, Art & Design Advisory Board: 2017 – Present

Showboatr LLC, Chairman of the Board: 2013 – 2015

Cal Poly, Art & Design Advisory Board: 1999 – 2002

SKILLS

Leadership: Workshop facilitation. Team building: Recruiting, hiring, management, and mentorship. Workload allocation and management. Budget creation and management.

Design: Research, strategy, execution, testing, and developer collaboration. Ideation, sketching and Illustration. UI/UX Design. Graphic design: Branding and collateral. Photography and video direction. Animation and storytelling. Current design software including Adobe CS, Figma, and Sketch.