

Product Designer & Art Director

Simplifying Software, Products & Workflows

Product Designer & Art Director with 12+ years of experience designing software, products, and digital experiences that simplify complex problems. I'm at my best untangling messy workflows, translating ideas into intuitive solutions, and helping teams move from ambiguity to clarity. I'm especially motivated by organizations whose mission creates a lasting, positive impact on the people and communities they serve.

CORE STRENGTHS

Product & UX Design

UI Design • UX Strategy • Wireframes • Prototyping • User Flows • Design Systems

Visual & Interface Design

High-Fidelity Mockups • Interaction Design • Branding • Visual Systems

Product Collaboration & Delivery

Cross-functional • Developer Handoff • Iteration • Stakeholder Communication

PROFESSIONAL EXPERIENCE

Product Designer & Art Director, 2014 to present
DigitalParc – Minnetonka, Minnesota

Online Marketing Specialist, 2007 – 2014
ADG Promo – Hugo, Minnesota

EDUCATION

Bachelor's Degree of Fine Arts, 2001 – 2005
College of Visual Arts – St Paul, Minnesota

SELECTED IMPACT & PERFORMANCE

- Scaled design support across **100+ clients** and **35–40 active accounts/month** in a high-volume environment
- Delivered **47 production-ready websites annually** with consistent UX quality and performance
- Created **400+ UX/UI deliverables** including wireframes, prototypes, and high-fidelity interfaces
- Drove **~\$311K in measurable revenue impact**, achieving **~3.5x return on investment**

PRODUCT DESIGN EXPERIENCE (SPECIFIC)

Goals.com (SaaS Sales Performance Platform)

- Designed dashboards, reporting tools, and goal-tracking flows
- Contributed to product strategy, feature planning, and UX
- Developed concepts for analytics and forecasting interfaces
- Aligned UX with leadership and engineering on the product roadmap

TECHNICAL PROFICIENCY

UX/UI: Figma, Adobe XD
Front-End: HTML, CSS
Design: Photoshop, Illustrator, InDesign
Platforms: WordPress, Shopify, Mailchimp
Analytics: Google Analytics