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Experience **Intel, SSG Services Division ~ May 2013 – September 2014**
Senior User Experience Designer

Intel, SSG Mashery ~ October 2014 – Present
User Experience Manager

iTVX (now a service division of Rentrak) ~ March 2013 – May 2013
Senior User Experience Designer, Frontend Developer (consultant)

- Part of a small engineering team responsible for building an analytics platform that provides customers the precise value of a brand's appearance in media content, whether it be on a movie screen, television, or mobile and digital devices.
- Provided the design direction and vision for the end product.
- Deliver HTML and CSS to .NET engineers for production implementation.

Concentric Cloud Solutions / XO Communications ~
October 2012 – February 2013
Senior User Experience Designer, Frontend Developer (consultant)

- Helping to drive the conceptualization of a centralized portal, giving customers a view into the company's three lines of business: content acceleration, cloud computing, and cloud voice.
- Produce visual design mockups and interaction models as needed to validate concepts.
- Deliver HTML and CSS to Java engineers for production implementation.
- Be a User Experience advocate and guide for team members.

Nike, Inc. ~ February 2012 – September 2012
Senior User Experience Designer (consultant)

- Part of Nike's Product Creation Solutions organization, responsible for delivering enterprise-class tools.
- Collaborate with business analysts, product owners, and engineering teams to ensure user needs and business process requirements are incorporated into system design solutions.
- Produced process flows, wireframes, and visual design mockups as needed to effectively conceptualize and communicate detailed interaction behaviors to end-users and stake holders.

Sitka Technology Group ~ May 2011 – January 2012
Senior User Experience Designer, Frontend Developer

- Lead user experience and user interface design for enterprise-level custom .NET web applications.
- Hands-on designer, providing design compositions and mockups to external clients and internal development teams.

- Develop prototypes with HTML/CSS.
- Provide direction and best practices for integrating user experience concepts into an iterative, agile environment.

Quinstreet, Inc. ~ February 2008 – May 2011
Senior Producer – Home Services Vertical

- Develop short- and medium-term strategies for website development and growth based on traffic, search engine keyword analysis and business priorities.
- Manage the editorial tone and direction, and content of web properties, coordinating with changing business priorities and audience.
- Work with a cross-functional team of developers, content editors, and designers to successfully execute those strategies.
- Coordinate with related teams, such as editorial team, social media, data services, creative services, and engineering.
- Identify high-growth and high-revenue opportunities, and taking the lead on executing them, measuring them and optimizing their performance on each online property.
- Seek marketing opportunities and improvements and interaction with the client account managers.
- Ensure growth of traffic, revenue, conversion rate and revenue per visitor.
- Daily reporting on the performance of each site and troubleshooting of problems.

ReliableRemodeler.com ~ November 2006 – February 2008
Director of Web Development

- Managed a small agile team of developers and content editors to maintain and grow ReliableRemodeler.com.
- Worked with management team on overall site strategy to grow site traffic while ensuring the best user experience for our customers.
- Ensure that business requirements are clearly defined and executed properly for all development projects.
- Responsible for guiding development of internal web applications.
- Drive creative direction and user interface design for all ReliableRemodeler.com sites and applications.

Opus Creative Group ~ November 2005 – September 2006
Senior Strategist/Information Architect

- Responsible for gathering requirements, wireframes, and documentation of application flows.
- Provide recommendations on site strategy and insight on usability.
- Frontend developer as needed on projects. Proficient with HTML, CSS, and standards-based development.
- Clients include Nike, Intel, Tektronix, Travel Oregon, Embassy Suites Waikiki, Waikiki Beach Walk, Provenance Hotels, Flowerbud.com

ISITE Design, Inc. ~ October 1998 – August 2005
Art Director/Frontend Developer/Information Architect

- All-around web designer and developer.
- Versatile team player who fulfilled multiple roles. Depending on project requirements, either was the Art Director, Frontend Developer, or Information Architect – or all of the above.

- Clients include Oregon Health & Science University, Siemens AG, SOLV, Wells Fargo, Ron Tonkin Automotive, XTERRA, Subaru Primal Quest, Tonkin Torp, Oregon Graduate Institute

Likewater Studios ~ 1998 – 2013
Independent Consultant

Work with clients to define and refine their online strategies, and work to execute on those strategies. Recent clients include:

- Mike Silva International
- Forever Changed International
- Luis Palau Association
- Romainiacs Intelligent Research
- David Douglas School District
- Atlas Consulting

Pacific University ~ October February 2005 – May 2005
Adjunct Instructor

- Part of Pacific University's Media Arts Department, adjunct instructor for spring semester teaching Information Architecture for the Web

Education

Pacific University

B.A. , Business, Management Concentration
Chinese Minor , 1993 – 1997

Capital Normal University

Chinese Language Studies 1996 – 1996

References Upon Request