
Reflexions
Remote,
New York, NY

Senior Design
Director,
Associate Partner
2018–2024

I was tasked with building an internal design team at Reflexions, an established development services agency, as Reflexions shifted its primary business model from development services-for-hire to focus more on product design and development. Operational responsibilities included:

- ▶ Oversaw staffing of product designers, visual designers, and UX designers, including interviewing, hiring, consultation on compensation and promotions as well as managing project assignments
- ▶ Consulted on proposals and SOWs representing the majority of Reflexions' revenue
- ▶ Worked with all staff on an ongoing basis to implement and refine design-related best practices
- ▶ Advocated for accessibility best practices
- ▶ Coordinated with producers to manage design maintenance tasks for existing clients
- ▶ Acted as art director for client projects, ensuring quality and clarity of design documentation, including task/ticket definition, internal design review and approval, and ongoing written and verbal communication with internal resources and clients. Notable projects included:
 - ▶ Metro/Wmata: UI direction, interaction direction, current state audit, requirements review
 - ▶ OMNY/MTA: design for devices, requirements review, animation
 - ▶ Charlie/MBTA: UI direction/design, UX direction, interaction design, design for devices, animation
 - ▶ Translink/Queensland: UI direction, UX direction, interaction direction, interaction design, requirements review, usability testing, animation
 - ▶ TAPP/PATH: UI direction, interaction direction, design for devices, requirements review=
 - ▶ Poster House: UI direction/design, UX direction/design, interaction direction/design
 - ▶ Melville House: UI direction/design, UX direction/design, interaction direction
 - ▶ Housing Works Healthcare: UI direction, UX direction, interaction direction, current state audit
 - ▶ Motu Move/New Zealand: UI direction, UX direction, interaction direction, requirements review
 - ▶ Foley & Lardner: UI direction, UX direction, interaction direction, current state audit
 - ▶ Morrison Cohen: UI direction, UX direction, interaction direction, current state audit
 - ▶ Reflexions website, communications materials: UI direction, UX direction, interaction direction

Familiar
New York, NY

Founder and
Partner
2011–May 2018

I was a founding partner of Familiar, an integrated design/development studio focused on nonprofit, arts, and educational clients. We grew from two partners to three partners and six full-time employees, and our yearly growth consistently exceeded expectations. I was jointly responsible for nearly all aspects of the business, including day-to-day admin, business development, forecasting and financials, hiring, contracts, communications, QA/testing, requirements development, and client management. Notable projects included:

- ▶ Governors Island: UI direction/design, UX direction/design, client management
- ▶ Change Machine (financial coaching web app): UI direction/design, UX design, branding/identity
- ▶ Creative Capital (interactive grant app): UI direction/design, UX direction/design, interaction direction/design, requirements review
- ▶ Coast Guard Foundation: UI direction/design, UX direction, interaction direction/design
- ▶ Institute for New Economic Thinking: UI direction, branding/identity, organizational collateral design, event branding, event collateral design, client management
- ▶ USCJ: UI direction/design, UX direction/design, interaction direction/design, client management
- ▶ UrbanGlass: UI direction/design, UX design, requirements review, brand refresh, client management
- ▶ Atlanta Contemporary: UI design, UX design, current state audit
- ▶ Cory Arcangel/Estate of Tony Conrad: UI design, UX design, interaction direction/design
- ▶ SEFA Coalition: UI direction, organizational/event collateral design, animation, client management
- ▶ In Geveb: UI direction, interaction direction, branding/identity, client management
- ▶ Digital Yiddish Theatre Project: UI direction, interaction direction, branding/identity, client management

New York State Senate New York, NY	Senior Designer 2009–2011	<ul style="list-style-type: none"> ▶ Designed pieces for mailing and distribution for New York State Senators and the Democratic Conference, including event collateral, direct mail, reports, and brochures ▶ Developed modular layout systems for producing tight-deadline pieces to a high standard ▶ Implemented an automated data management system, streamlining customization of standardized printed pieces for use by any individual Senator ▶ Collaborated with the Office of the CIO (Chief Information Officer) to build HTML-based email templates consistent with the look and feel of the Senate website ▶ Acted as art director for the design department as required
Housing Works New York, NY	Design Director 2006–2009	<ul style="list-style-type: none"> ▶ Designed and produced marketing and informational materials for the general public, service recipients, and internal constituents; including exhibition and point-of-sale displays, permanent and event-focused signage, annual reports, brochures, and websites ▶ Instituted a high standard of design, clarity, energy and consistency ▶ Developed selection criteria, selected prospective vendors, and acted as internal point of contact for agency-led redesign of HousingWorks.org, resulting in sustained traffic increase, greater engagement and brand recognition ▶ Hired and managed junior staff as the Marketing department expanded
Council on Foreign Relations New York, NY	Web Producer 2005–2006	<ul style="list-style-type: none"> ▶ Acted as design lead for sitewide projects collaborating with external development vendor ▶ Proposed and developed site revisions including RSS/XML feeds and post-launch publication templates ▶ Maintained and updated sitewide CSS focusing on browser compatibility and usability ▶ Cooperatively maintained content database for CFR.org ▶ Trained new CMS users and offered specialized training to existing users
Gritty Boston, MA	Designer & Developer 2004–2005	<ul style="list-style-type: none"> ▶ Worked as a member of creative teams producing websites for clients including American Express, Emirates Airlines and MIT ▶ Researched and advised clients on interactive technology applications

Selected Freelance Clients

Housing Works, Storyland, Fremont Garage, Hederis, Fort Defiance/Sunken Harbor Club, Marlo Poras, Diana Lind, Bonneville Theater Company, *A Public Space*

Vassar College
2000–2004
B.A., English and
Art History

Software

Figma, Adobe Creative Cloud (InDesign, Illustrator, Photoshop, AfterEffects), Sketch, Principle, HTML, CSS, Tailwind, Jira, Asana, BodyMovin/Lottie.JS, PHP, Wordpress, Craft CMS, Google Analytics, Microsoft Office, Mac OS

Skills

Art Direction, Product Design, Visual/UI Design, UX Design, Responsive and Mobile-First Web Design, Design Systems, Web Accessibility, Animation for Interaction, Usability Research, Graphic Design, Editorial Design, Logo Design, Brand and Identity Development, Project Management, Prepress, Print and Web Typography, Proofreading, Motion Graphics