



**Content, systems, and experience designer with 15 years of experience in product and strategy roles.**

## **LIBRARY OF CONGRESS LEAD UX DESIGNER (2021 – )**

Lead UX Designer, working primarily on the Registration system for the U.S. Copyright Office, part of the Enterprise Copyright System (ECS). This system is undergoing a complete redesign for both internal and external users.

As one of a small team of UX practitioners, my role is to be able to zoom in and out on any issue, defining both the high-level product strategies and practical project steps and considerations to get there. I serve as an advocate for a user-centered approach to our work, ensuring that the result is not only technically sustainable and legally accurate, but accessible and usable by anyone who has need of the service.

- Leads and collaborates on efforts with the UX team, product team, OCIO, and other stakeholders in the creation, design, and delivery of digital products, systems, and services for the Library and ECS
- Provides expert analysis and advice relating to user experience, information architecture, and content strategy
- Lead UX for content strategy methodologies for ECS, including UX writing and microcopy, defining conditional content, content as data, designing editorial systems, and technical implementation of content
- Facilitates participatory workshops and other sessions with cross-functional teams to define and agree upon approaches to content and user experience design and define broader issues of strategy
- Develops user research plans and usability testing approaches, and collaborates with the cross-functional team and other UX practitioners to conduct user research

Recent projects include:

- Story mapping the internal and external registration system — Pitched the idea of using the user journey for an external user and internal user to describe the path through the application, then a process of identifying user needs at each step. Through a series of workshops we created an artifact that has become the basis for many further discussions around prioritization and approach to our work.
- Content design for registration help — There is a desire for contextual help in the application to support external users in filling out their registration for copyright. This has required an effort to define a content strategy and design for the application at all levels, from creation through publishing. I have undertaken a redesign of the information structure of the application to accommodate a consistent presentation of help content, and worked with SMEs to define the scope of content that needs to be covered at various points in the application. I serve as the main contact with a team of contractors, looking to determine how to best execute on this vision from a strategic and technological perspective.

## **PUBLICIS SAPIENT SENIOR EXPERIENCE DESIGNER (2018 – 2021)**

Lead on projects across the National Cancer Institute, including design, development, operation, and management of the large-scale, content-rich Cancer.gov and a network of division and office websites. Creates information architecture, content strategy, processes, and experience design. Leads creation of new products and optimization of existing properties, including heuristic assessment, development of sitemaps, wireframes, prototypes, user flows, new content models, and migration plans.

Oversaw the implementation, maintenance, enhancement, and coordination of digital systems and websites, including information architecture and usability.

Served as subject matter expert on best practices and trends around user experience, advised team and leadership on new directions, and made recommendations to improve the strategies, projects, and programs.

Routinely used visuals and conceptual models to explain concepts, and facilitated conversation with leadership and stakeholders to define goals, set direction, and identify customer needs.

Major projects include:

- Cancer Moonshot Biobank — A public website and a secure portal for a participatory research study. Worked with a small agile product team, coordinated and collaborated with design, development, technical architecture, and strategy to create a product that is user-centered and flexible.
- Migration to Drupal — Migrate cancer.gov and associated microsites from Percussion to Drupal. Developed new content models, mapped content, performed extensive audits and analysis.
- Annual Plan redesign — Extended the current content management system to present the NCI Annual Plan and Budget Proposal. Adapted and updated content models to accommodate new templates and mobile-responsive infographics, and created a content lifecycle and governance for future reports.

**ADMINISTRATION FOR CHILDREN AND FAMILIES  
(HHS)**

**DIGITAL CONTENT SPECIALIST,  
OFFICE OF COMMUNICATIONS (2016 – 2018)**

Developed and executed content strategies for programs and agency initiatives, and lead cross-functional teams to design and execute digital products and services. Migrated office websites to responsive design on Drupal: recraft information architecture, update taxonomies, rewrite content to enhance plain language and improve interaction through mobile, and perform user interviews and testing throughout the process. Led training in plain language. Developed internal processes and procedures, including the Digital Toolbox, a source for guidance around digital communications for staff and contractors ([acf.hhs.gov/digital-toolbox](https://acf.hhs.gov/digital-toolbox)).

**TAXPAYER ADVOCATE SERVICE (IRS)  
MANAGEMENT & PROGRAM ANALYST (2014 – 2016)**

**ASSISTANT TO THE DIRECTOR,  
COMMUNICATIONS & LIAISON (2012 – 2014)**

Focused on usability, information architecture, content development, and design. Led web projects, including complete visual, information architecture, and content redesign of the public-facing site ([taxpayeradvocate.irs.gov](https://taxpayeradvocate.irs.gov)), developing processes for content production and vetting, working with cross-functional teams, and iterative development testing. Managed print and digital design for major initiatives including the Taxpayer Bill of Rights. Led strategy development for internal and external communication and developed internal processes for content production and editorial oversight.

**THE TEXTILE MUSEUM  
COMMUNICATIONS & SOCIAL MEDIA ASSOCIATE  
(2011 – 2012)**

One of a two-person Communications and Marketing team, managing all print and digital materials, as well as relations with the press and public. Managed the editorial, design and production of the quarterly Members' Magazine and companion print calendar. Produced print and digital materials supporting museum programming. Managed website, social media, and email communications with 17,000 contacts. Developed and ran a blog to document the survey of the collection and its subsequent move.

**WASHINGTON NATIONAL OPERA  
COMMUNICATIONS COORDINATOR (2009 – 2011)**

Wrote and edited materials for the marketing and development departments. Copy edited and coordinated the production of *Playbill*. Managed the editorial calendar including contracting freelance writers, and creating content for print and digital platforms.

**COOKTHINK.COM  
MANAGING EDITOR (2007 – 2008)**

Worked on development, architecture, and design of the site with a small team of developers. Managed projects, monitored traffic and SEO, produced content including recipes, blog posts, and weekly newsletter.

**NATIONAL PUBLIC RADIO  
INTERN / EDITORIAL ASSISTANT (2006 – 2007)**

Worked with Performance Today, NPR's flagship classical music program, writing and researching scripts for national broadcast. Subsequently produced freelance pieces for NPR and NPR.org.

**EDUCATION**

Master of Arts, Music Criticism  
McMaster University • Hamilton, Ontario

Bachelor of Music, Violin Performance  
Indiana University • Bloomington, IN

**ACTIVITIES AND AWARDS**

AIGA DC Board Of Directors (2017 – 2022)  
President (2020 – 2022)

Communications Director (2018 – 2020)

NCI OCPL Award for Communications Excellence  
2019 Communications Platform Migration Team  
2018 NCI-CONNECT

HHS Ignite Innovation Program (2017)

ACF Leaders Program (2017)

IRS Commissioner Award,  
Taxpayer Bill of Rights (2015)



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