



Content, systems, and experience designer with 14 years of experience in product and strategy roles.

**PUBLICIS SAPIENT
SENIOR EXPERIENCE DESIGNER (2018 -)**

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. Recent projects include:

- Cancer Moonshot Biobank – A public website and a secure portal for a participatory research study looking at how cancer changes over time. 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. Created wireframes and prototypes for new features. Designed process maps to connect the online and offline experience for participants and providers. Established and enacted a content strategy for the project. Planned and conducted usability testing, including cognitive interviews.
- 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 raining 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).

**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), 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

ALGA DC Board Of Directors (2017 -)
President (2020 -)
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)