



## 18F Service Designer (2022 – 2025)

In my service design practice I work to understand the problem at different levels of scale, how issues of technology, workflow, policy, and practice intersect, how things have and will change over time, and seek the leverage points to affect the greatest change. As a member of cross-disciplinary teams, I work with my partners to find common understanding of the technical and non-technical approaches they can leverage to improve their processes and systems.

- Lead discovery on modernization and transformation projects with federal partners
- Collaborate with engineers and product to propose effective and sustainable solutions
- Assist with acquisitions to define solicitations in a way that gets partners what they need and supports an agile, iterative approach
- Work with partners to build the capacity to support changes in the long term

### Passport adjudication discovery and implementation (Department of State/Consular Affairs)

Discovery and implementation of the passport adjudication system to replace a portion of an on-premises, decentralized service with a modern, cloud-based module that would set precedent for further modernization.

- Analysis of current end-to-end service, and creating extensive service blueprints to detail the steps and actors within passport fulfillment
- Serve as the subject matter expert on adjudicative processes for the internal team
- Lead team of three designers in participatory research and product design for initial prototypes

### Case management discovery, acquisition, and migration (Department of Justice/Civil Rights Division)

The cross-functional team worked to help replace the 20-year-old case management system, untangling complex interactions of legacy technology, policy, practice, and lore.

- Led discovery and facilitation with stakeholders
- Mapped the conceptual structure of the future system
- Planned a massive data transformation effort to support necessary reporting and useful metrics
- Identified an area of conflicting use and policy regarding identifying records, and proposed a solution eliminated hours of unnecessary administrative burden

## LIBRARY OF CONGRESS Lead UX Designer (2021 – 2022)

As part of a small team of UX designers, I brought my expertise in user experience, information architecture, and content strategy to the redesign of the registration system for the U.S. Copyright Office and modernization of the larger Enterprise Copyright System (ECS). I worked on both the public-facing application and the internal processing system. I was 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 needs the service.

- Worked with a cross-functional team in an agile environment to design and build the internal and external registration systems
- 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
- Created wireframes, sitemaps, flowcharts, structural frameworks, concept models and other artifacts
- Facilitated participatory sessions with cross-functional teams to define and agree upon approaches to design and define broader issues of strategy

### Story mapping the copyright registration system

The Copyright Registration project struggled with a common understanding of the breadth of the work and how different efforts would intersect. Through facilitated collaborative sessions, we crafted a story map to describe the full journey of an application from creation through decision, and identify user and system needs at each step. The resulting artifact served as a source of truth and grounding for many further conversations.

### Content design for registration help

Defined a content strategy and design for the contextual help in the application to support external users in filling out their registration for copyright. Managed a team of contractors in defining the needs and infrastructure of the system.

## BOARD OF DIRECTORS, AIGA DC Member (2017 – 2022) President (2020 – 2022)

Served on the all-volunteer board of directors for AIGA DC, the Washington DC chapter of the professional association for design. From 2020 to 2022, I served as president, leading a group of 22 volunteer board members. During my term, and a global pandemic, we transitioned from primarily in-person events to entirely virtual operations, including week-long DC Design Week festivals and full day conferences.

The board undertook major efforts improve and modernize operations, including

- Update and ratification of the bylaws
- Establish a scholarship endowment
- New process and operations manual covering all board policies and procedures, including a more transparent and equitable recruitment process

## **PUBLICIS SAPIENT/ NATIONAL CANCER INSTITUTE**

### **Senior Experience Designer & Information Architect (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.

- Created information architecture, content strategy, processes, and experience design
- Led 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

**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.

## **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 websites to responsive design on Drupal, improving information architecture and taxonomies, rewriting content for plain language and mobile readability
- Led user testing and iterative improvement
- 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**

### **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 overhaul and content development for the public-facing TAS website, which provides comprehensible tax information to citizens
- Developed processes for content production, editorial oversight, and legal approvals across cross-functional teams and subject matter experts
- Managed print and digital design for major initiatives including the Taxpayer Bill of Rights

## **THE TEXTILE MUSEUM**

### **Communications & Social Media Associate (2011 – 2012)**

One of a two-person Communications and Marketing team, managing all print and digital materials and communication with press and public. Editor and designer of the print Members' Magazine. Maintained website, social media, and email communications with 17,000 contacts. Created a blog to document 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.

## **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.

### **COOKTHINK 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.

## **EDUCATION**

Master of Arts, Music Criticism (2006)  
McMaster University | Hamilton, Ontario

Bachelor of Music, Violin Performance (2004)  
Indiana University | Bloomington, IN

## **RECOGNITIONS AND AWARDS**

NCI OCPL Award for Communications Excellence

- Communications Platform Migration Team (2019)
- NCI-CONNECT (2018)

HHS Ignite Innovation Program (2017)  
ACF Leaders Program (2017)  
IRS Commissioner Award | Taxpayer Bill of Rights (2015)

## **CERTIFICATIONS**

Systemic design for tackling complexity  
SERVICE DESIGN COLLEGE (2024)