

I offer elegant visual solutions to conceptual problems. I exercise a high degree of creativity and craftsmanship in my work, from award winning projects in advertising to patent-pending interfaces for analytics.

I am drawn to challenges that positively impact large audiences — products that are based on sophisticated technology, presented cleanly.

ENTERPRISING



2019 — current
Senior Product Designer

I am lead designer on Workday's dashboard and ad-hoc analysis platform (*Discovery Boards*). Additionally, I am a data visualization specialist who designs the charts available in Workday's custom data visualization library and consult on their use.

Outside of product work for the Analytics UX team, I am heavily involved in design culture at Workday, actively participating in interviews, contributing to the design system, and speaking at internal events.

Featured Work

[VIBE Index™](#)

(please contact for additional information)

The VIBE index is a dashboard that provides Workday customers with statistical and data science backed insights into their workforce.

I designed the stand-alone graphic that accompanied the VIBE launch and am the lead designer of the product.



2017 — 2019
Senior UX Designer

As Senior UX Designer I worked closely with the data science team to create the analytics applications that were the centerpiece of the digital transformation initiative.

GE Digital's Oil and Gas Group was merged with an acquisition then spun off. The new company (BHGE), needed to gradually develop its own design system and identity. I lead the transition from the use of Predix and architected the creation of BHGE's own design system, Mantle.

Featured Work

[Semantic Knowledge Management UI](#)

(please contact for additional information)

The Semantic Knowledge Management UI was the first application developed using the new Mantle design system components.

I worked closely with technical product management to identify features for both data science and product stakeholders. I then designed and built the front-end.

ENTERTAINING WORK



2014 — 2016
Director of User Experience

In 2014 Tribune Media Services acquired, then rebranded as Gracenote. During this transition, I took on product management duties to coordinate experiences across music, video, and sports entertainment data verticals.



2008 — 2014
Director of User Experience

I was the sole designer for a consumer website that, at peak, had over 4 million unique monthly visitors. In addition to UX and UI executions, I also produced the live front end code (HTML, CSS, JS).

CastTV was acquired by Tribune's Media Services Group in 2011.

AD_VENTURES

2004 — 2008
Advertising Technology

At **IPIX**, I helped produce a product line that was the basis of an employee lead spin off.

AdMission's assets, the applications and IP I'd helped conceive and design, were eventually acquired and are still in use today.

1997 — 2003
Design Agencies

Prior to moving to California, I worked as an information architect and art director for ten years at various agencies.

My clients included brands such as Tiffany & Co., LEGO, Sephora, MetLife, Nike and AOL.

Agency Archives

itsmin.com/p/lego.pdf

itsmin.com/p/tiffany.pdf

PATENTS & AWARDS

Video Matching Service to Offline Counterpart
<https://bit.ly/2Sx4CNB>

One Show, Interactive Merit 1998
Corporate Image B2C
MetLife

Communication Arts Interactive Annual 9
Business Category
Tiffany Mark Watch