

As an award-winning interactive producer I have spent more than a decade on the front lines of web development, producing and managing a wide array of interactive projects for clients ranging from household brand names to mission-driven non-profits. This work is equal parts project manager, user advocate, client partner and strategic consultant. But beyond merely building websites, my work has involved researching, architecting, user testing and building useful and usable digital content. My journalism background in conjunction with my interactive experience drives my ability to work with clients to develop compelling and innovative content regardless of the output medium: text, audio, video or social media.

CURRENT

Writer | Researcher | Editor || Nielsen Norman Group

Writer and researcher for one of the world's leading usability consultancies; conduct interviews and website evaluations with companies around the world. Primary author and researcher on comprehensive Web usability publications, including:

Enterprise 2.0: A Report from the Front Lines (168 pages)

A leading edge research report exploring the trends, best practices and challenges as social media tools and technologies are used for enterprise application.

2010 / 2009 / 2008 Design Annual: Ten Best Intranets (360 pages / 475 pages / ~490 pages)

The design annual is a compilation of each year's winners of the Nielsen Norman Group annual intranet design contest. The reports include comprehensive case studies of each of the ten winning intranet projects.

Intranet Portals: A Report From the Trenches (3rd Edition) (342 pages)

This report interrogates multiple organizations' real-life portal project experiences to deduce best practices for portal implementation, including how to avoid common pitfalls.

DIGITAL MEDIA WORK EXPERIENCE

Senior Interactive Producer | Account Director

RDVO (Somerville, MA) \ \ 09.2006 – 12.2008

- Cultivated client relationships and developed account level strategy while managing development projects
- Maintained creative oversight of the various disciplines: visual design, IA, content development and UI design

Clients: The Gillette Company (Gillette Young Guns*); Boston Red Sox; Oxfam America; ZINK Imaging

Senior Producer: Digital Media Relations and Interactive Development

Digital Influence Group (Waltham, MA) \ \ 05.2006 – 08.2006

- Designed, directed and executed digital media relations campaigns and produced social media content

Clients: VISA International; Babson College; SAP; Jeteye

Project Manager | User Experience Lead

Independent Consultant \ \ 04.2002 – 05.2006

Led project engagements and user experience activities for some of Boston's leading interactive agencies, including: Interactive Factory; Molecular; Broadstreet

User Experience Clients: Fleet Bank; Analog Devices; Greenwood Publishing

PM Clients: Museum of Science; MIT Sloan School of Management; Genzyme; Bristol-Myers Squibb

Director of User Experience

BeeLine Internet Resources (Boston, MA) \ \ 04.2000 – 04.2002

Directed the growth and execution of the various user experience practices across client projects while participating in executive management team business development activities

- Defined site functionality, navigation and user interactions
- Designed and conducted user field studies, heuristic evaluations, competitive analyses and usability tests
- Analyzed collected data and incorporated results into development plans

Clients: Nellie Mae,* The Mentor Network

Senior Project Manager

BeeLine Internet Resources (Boston, MA) \ \ 07.1998 – 04.2000

- Worked closely with clients to guide strategic initiatives and project planning
- Delivered client projects according to specifications, on time and within budget

Clients: Yankelovich Partners; Greater Boston Chamber of Commerce; Bits & Pieces Puzzle Catalog

Radio station sites: KISS 108* (Boston); Jammin' 105 (New York); Power 99 (Philadelphia)

Digital Marketing Manager

Broadway in Boston (Boston, MA) \ \ 12.1996 – 07.1998

Spearheaded audience development programs to move marketing focus away from traditional media to the Web, to increase brand awareness and to facilitate cost-effective niche marketing

- Developed and implemented comprehensive business strategy for digital marketing initiatives
- Fostered strategic alliances netting over \$60K in promotional exposure through co-marketing
- Managed website development team and ongoing site maintenance for BroadwayinBoston.com*

JOURNALISM EXPERIENCE

Writer || **Interface Tech News**

Correspondent for monthly publication focusing on technology and business in northern New England

Topics: municipal Wi-Fi, Website accessibility, outsourcing IT, pay-per-click, company/executive profiles

Contributing Editor || *The Hippo*

Wrote 2–5 pieces each week (local politics, lifestyles and entertainment) and contributed to the general editorial direction for the award-winning weekly city papers:

Contributing Editor: managed weekly editorial flow to generate ideas and shape stories

Reporter: wrote and edited content across the paper's sections: features, news, art, theater, food, etc.

Columnist: authored weekly opinion column

Listings Editor: researched, assembled and edited weekly event listings

Columnist || **Proscenium Magazine**

Authored a monthly column focusing on the topics at the intersection of the Internet and the arts for monthly arts magazine read by audiences at nearly all professional performing arts venues across the Northeast U.S.

Correspondent and photographer || *The Telegraph*

Wrote 3–5 pieces each week for Nashua, NH's award-winning daily newspaper, including: arts reviews, event previews, and entertainment and lifestyle stories for *The Telegraph's* weekly pull-out section calendar/entertainment section, *Encore!* In addition to my general assignment duties I am a skilled and authoritative theater reviewer.

EDUCATION

B.F.A. || New York University, Tisch School of the Arts – Drama

Certificates of Professional Development

Emerson College || Web Production and Management

Bentley College || Advanced coursework in the Information Design Program

* AWARDS

- 2008 || Interactive Media Award Winner (celebrity/fan site) || GilletteYoungGuns.com
- 2008 || Webby Award Official Honoree (celebrity/fan category) || GilletteYoungGuns.com
- 2007 || MITX Award Winner (sports/entertainment site) || GilletteYoungGuns.com
- 2002 || Golden Web Award Winner || NellieMae.com
(International Association of Webmasters and Designers for design, navigation and content)
- 1999 || Radio Ink Magazine: Top 50 Radio Web Sites Award (most usable) || KISS108.com
- 1998 || Boston Magazine, Best of Boston Award || BroadwayinBoston.com