

## ABOUT

Senior design and strategy leader with deep expertise in CX research, experience design, and brand strategy. Embeds with teams as a fractional lead — bringing director-level thinking to complex, ambiguous problems across regulated industries, consumer brands, and emerging technology. Equally fluent in qualitative research and systems design; moves fluidly from insight synthesis to implementation.

**Capabilities:** CX & UX Design · Brand Experience Strategy · Service Design · Research & Insight Synthesis · Design Leadership · Workshop Facilitation · Innovation Forecasting

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## SELECTED ACHIEVEMENTS

- Won \$2M in new business with NYU Langone Health; grew Solventum engagement by \$1M through strategic scope expansion
  - Published thought leadership in MediaPost and AdWeek; positioned Siegel+Gale as a strategic leader in brand experience and AI agility
  - Shipped SafeTix, Ticketmaster's NFC-based secure ticketing platform, launched with the 2019 NFL season
  - Designed Presence, Ticketmaster's venue entry platform — Sports Business Journal Best in Sports Technology 2018, featured at Google I/O 2018
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## EXPERIENCE

### Experience Director — Siegel + Gale

March 2021 – May 2025

Led brand experience strategy and CX/UX across a portfolio of complex, regulated-industry clients. Developed frameworks and methodologies that matured the practice. Managed a team of 4+ full-time and freelance practitioners.

**Clients:** American Express · J.P. Morgan Chase · NYU Langone Health · 3M/Solventum · Philips · HPE · Bristol Myers Squibb · Rigetti · UL · Micron · NCL Cruises · Hinshaw

### Senior Experience Designer — Barbarian

January 2020 — March 2021

Led brand experience strategy and UX/UI for consumer brands navigating platform and audience complexity. Collaborated across disciplines to deliver research-grounded digital experiences.

**Clients:** Samsung · Cetaphil · Apple · K-Y · Caliber Collision

### Senior Experience Designer / Product Manager — Ticketmaster

2014 — 2020

Progressed from Product Manager to Senior Experience Designer. Shipped two strategically critical products across native iOS/Android and responsive web.

**Products:** SafeTix (NFC secure ticketing) · Presence (venue entry platform) · TM Ticker (iOS app, PM)

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## CREDENTIALS

- B.A. with honors (UCLA + King's College London, 2010)
- UX Certificate (General Assembly, 2014)
- Adobe Design Leader (2018 — Present)