

EXPERIENCE

Director of Learner and Teacher Experience Design, Houghton Mifflin Harcourt, 2019-current

Lead a team charged with producing all Reading/ELA materials for grades K-6 nationally.

- Responsible for ideation and experience design for all new HMH reading products.
- Develop prototypes to ensure and validate experiences. Through Agile development, build these into full creative experiences. Prototyping includes interaction design, wireframing, fully interactive prototypes, illustration, animation.
- Ensure that all HMH Reading experiences are developmentally and cognitively appropriate, but also fun and usable across age ranges and devices.
- Lead a team of experience designers, visual designers, editors and writers to ensure content is engaging, rigorous, and accessible.

Creative Director for Digital Products, Curriculum Associates, 2013-2019

Design, direct and create experiences for curricular software with over 7 million K-8 users of different ages and developmental stages.

- Work with product development teams to envision, conceptualize and craft future products and next generation media and games for desktop, tablet and mobile. Ensure cohesion across product offerings.
- Develop product ideation, strategy, look/feel, execution plans, and branding across wide range of products.
- Lead, manage, and mentor creative staff specializing in UX/UI, prototyping, animation, illustration, graphic design and development. Vet, direct and manage both outside vendors (teams of 3-25) as well as building and mentoring staff designers and artists (teams of 5-10).
- Work cross-functionally with Engineering, Editorial and Marketing groups to ensure that CA digital products lead the education industry for engagement, design, experience and accessibility.
- Personally create prototypes, illustrations, storyboards, flows, interfaces, animation and motion graphics.
- Work with copywriters, editors and Design Research to ensure engagement, efficacy, and clarity over all media. Have directed the creation of over 350 online lessons, 15 HTML5 games and 180 minutes of online animation.

CA's flagship digital product, i-Ready, is a 2013, 2016, and 2017 SIIA CODIE award winner, and 2018 finalist.

Creative Director, 360KID, 2005- 2013.

Creative head for leading children's interactive media company. Responsible for all aspects of creative output across a wide range of platforms including web, games, hand-held consoles, mobile, print, broadcast, interactive television, kiosks, and many others. Ideated, created, directed, and/or oversaw all media, including UX, prototyping, storyboards, animation, script and copy writing, character design, illustration, UI, sound, music, concept art, client branding, and brand management. Ensured fun and engaging experiences for end users.

- Responsible for creative budgeting, staffing and scheduling. Worked with New Business Development team in responding to RFPs. Worked directly with clients to develop creative strategies. Acted as direct client liaison.
- Managed and mentored all creative staff, often in excess of 25 animators, illustrators, designers, production staff and art directors.
- Clients included Children's Television Workshop, LeapFrog, Hasbro, Pokémon USA, Scholastic, American Public Media, Scholastic, MacMillan/McGraw-Hill, The Girl Scouts of America, Noggin, and Nickelodeon Games. Brands managed include Pixar's Ratatouille, Pokémon, My Little Pony: Friendship is Magic, Littlest Pet Shop, Pound Puppies, The Wiggles, Bob the Builder, LazyTown, Pinky-Dinky Doo, Blues Clues, the Backyardigans, Sesame Street, Elmo's World, and Dora the Explorer.

Highlights:

- LeapFrog: LeapFrog Ratatouille shipped 400K units in the first quarter of its release.
- Pokémon USA: 640 linear minutes of online animation.
- Rosetta Stone: Apps with 900,000 app downloads in first year of release, with glowing reviews from Forbes Magazine, the Wall Street Journal, and more.
- Hasbro and The Hub: Reboot of My Little Pony, directing websites and creating sticky games and activities. Our client later told us about this work, it "blew the doors off" of any other promotion the company had put out previously.

EDUCATION

Wesleyan University, Middletown, CT. Bachelor of Arts 1993 Anthropology/Archaeology.