

2022 → PRESENT

Freelance: Senior Strategist & Creative

INSTRUMENT

- **Cloud services provider** — web strategy including IA, wireframes, user testing, and prototyping.
- **Tech transportation company** — UX strategy, copywriting, design, and frontend CMS authoring for a product marketing experience.
- **Tech delivery company** — web UX strategy for a recruitment and training experience.

BASIC/DEPT®

- **AT&T** — digital transformation, including research, journeymapping, benchmarks, digital and brand design, and development roadmapping.
- **Internal** — new business pitches, culture initiatives, and company playlists.

CINCO

- **Crocs** — AI/ML exploration, concepting, and brand guidelines around genAI and other emerging technologies.
- **Google Fitbit** — data visualization concepts for mobile app.

FORT WEST

- **Intel** — audience research and marketing campaign concepts for Intel's AI offering.
- **Providence Health Plan** — IA, wireframes, and content design for PHP's website.
- **Internal** — web UX, process definition, and marketing content design.

WATSON CREATIVE

- **Electrical contracting firm** — Customer journeymapping, web IA, wireframes, and copywriting.

OTHER

- **Consulting** — I provide creative services to businesses in and around Portland, OR.
- **Studio & performance personnel** — I play drums and cymbals in a scene of local singer-songwriters.

2019 → 2022

Team Studio: Senior Strategist & Writer

- **Nike StoreConnect** — competitive benchmarking, IA, and wireframes for the online-to-offline retail experience.
- **Amazon eero** — hardware GTM support (including web and app rearchitecture) and copywriting across marketing, product, PR, white papers, and more.
- **Dexcom** — glucose data visualization concepts.
- **Intel** — ad campaign concepting and messaging.
- **Aqualung** — brand strategy and copywriting.
- **Internal** — pitches, process definition, rebrand and web launch, marketing content design.

2016 → 2019

Circle with Disney: Writer & Designer

- **T-Mobile, Netgear, & Sky UK** — we white-labelled our digital and hardware products, with unique features and integrations.
- **Brand studio** — I contributed writing, strategy, and creative to a cross-functional internal studio.
- **Design system & UX approach** — we rebuilt the Circle App following a complete rearchitecture of Circle's backend systems.
- **Brand voice guidelines** — I created and maintained a voice document that supported a consistent messaging approach across marketing, product, and support resources.

Additional Information

- **Proficiencies** — Figma, gSuite, Office365, macOS, Windows, Atlassian, Github, and pretty much all the productivity software out there.
- **Pronouns** — he/him
- **Education** — BA, Religious Studies, Multnomah University, 2015
- **Bicycle** — All City "Nature Boy" single speed
- **Home coffee setup** — moka pot