

## **PROFESSIONAL EXPERIENCE**

**Wieden+Kennedy**, Portland, Oregon | wk.com

Technology Resources Manager, January 2013 to present

- Track status of current projects for the creative technology team and forecast resource availability for incoming work.
- Coordinate incoming requests from producers and establish scope and timing of projects.
- Act as department liaison with finance, and manage time and revenue reporting.

**Wired.com**, San Francisco, California (Worked remotely from Portland, Oregon) | wired.com

Senior Product Manager, January 2012 to December 2012

- Managed large-scale initiatives for Wired.com from launching new blogs and mobile sites to integrating social media and community efforts.
- Developed project plans, schedules and set priorities for engineering and design teams.
- Managed vendor relationships and establish strategic partnerships.
- Coordinated with Wired's senior management team to develop new projects, and identify areas of improvement on existing properties.
- Pivotal in integrating several new advertising models resulting in significant revenue, making Wired.com the most profitable of Condé Nast's web properties.

**Perisopic**, Portland, Oregon | perisopic.com

Project Manager and UX Strategist, April 2011 to November 2011

- Developed wireframes and functional specifications for interactive data visualizations.
- Managed detailed schedules and project roadmaps for clients such as Yahoo!, GE and P&G.
- Collaborated with design and engineering to produce Flash, HTML5 and WordPress sites.

**Wired.com and WIRED Magazine**, San Francisco, California | wired.com

Managing Editor, Wired.com, March 2008 to December 2010

Interactive Producer, Wired Magazine, November 2006 to December 2010

- Directed production of Wired magazine's online presence. Worked closely with writers and editors to create enhanced web content such as video features, flash comics, games and maps.
- Actively managed the print and web teams to effectively promote collaboration.
- Advised edit and design teams on development of Wired magazine's iPad app.
- Led transition of Wired.com's content management system to an open-source WordPress blog platform, which dramatically increased site traffic and staff efficiency.
- Customized WordPress themes, modified PHP and CSS files, and deployed plugins and widgets to display rich media, custom navigation, galleries, videos and special packages.
- Established Wired's video department from hiring editors to developing a budget and content roadmap.

**VolunteerMatch**, San Francisco, California | volunteermatch.org

Project Manager and UI Designer, February 2004 to December 2005

- Tasked with redesigning the user interface of VolunteerMatch's Java-based web application that connects millions of volunteers with opportunities from more than 76,000 nonprofits.

**Red Industries**, San Francisco, California

Project Manager and Founding Partner, January 2000 to February 2002

- Managed client relationships and all aspects of production and engineering for client websites.
- Developed user interface designs, sitemaps and storyboards with design team and wrote functional specifications, created style guides and all other documentation.

**Lucasfilm, Ltd.**, Nicasio, California | [Starwars.com](http://Starwars.com)

Production Manager, July 1997 to August 1999

- Managed design, production and content creation for all Lucasfilm company web sites, primarily StarWars.com.
- Worked with marketing and licensing departments to develop strategy, budget and schedules for new web projects and for maintaining and updating existing sites.
- Directed production and sound design for animated comics promoting the *Star Wars* trilogy.

## CONTRACT EXPERIENCE

**PBS Frontline/WORLD**, Berkeley, California | [pbs.org/frontlineworld](http://pbs.org/frontlineworld)

Contract Interactive Designer, June to November 2006

- Produced and designed Frontline/WORLD web sites for the 2006 broadcast season: Zimbabwe: Shadow and Lies, Burma: State of Fear, Uganda: A Little Goes a Long Way.

**Ice Blink**, San Rafael, California | [iceblink.com](http://iceblink.com)

Contract Web Site Producer, July 2004 to January 2006

- Developed CSS-intensive site for a feature film and game design studio.

**Donordigital**, San Francisco, California | [donordigital.com](http://donordigital.com)

Contract Project Manager / Designer, May 2003 to December 2003

- Managed web site design and production for online fundraising, advocacy and marketing company, and assisted in development of overall web site strategy for Donordigital clients.

## AWARDS AND HONORS

- **D&AD Award Winner 2010** Magazine & Newspaper Design / Print with Online: Cutthroat Capitalism — [Wired.com](http://Wired.com)
- **WEBBY Award Nominee 2010** Best Magazine Web Site: Wired Magazine — [Wired.com](http://Wired.com)
- **ASME National Magazine Award Finalist 2009** Interactive Feature: iPhone3G Map — [Wired.com](http://Wired.com)
- **MIN Best of the Web Winner 2009** Integration With Print: High Tech Cowboys of the Deep Sea — [Wired.com](http://Wired.com)

## SKILLS

- User Experience, Information Architecture, Content Strategy, CSS, WordPress, HTML, Social Media, SEO, JavaScript, Web Development, OmniPlan, OmniGraffle, UNIX, Brightcove, Microsoft Office, Adobe Creative Suite, Proficient with Macintosh, PC and UNIX operating systems.
- Excellent writing and editing skills.

## EDUCATION

University of Wisconsin — Madison, Bachelor of Arts, Dean's List, Double Major: Journalism and History