

## Storyteller. Innovator. Leader.

I am an entrepreneur. I am a content strategist. I am an educator. I deliver a meaningful user experience. When I make the world just a little bit easier for people through a positive online experience, that's what I call a good day. I share my knowledge and experience. I inspire my teams. I take on impactful projects. I use my skills to make the world a better place. This is my story. Let me bring my strengths to you.

### Areas of expertise and proficiency

Leadership & Management  
User Experience

Content Strategy & Development  
WordPress Implementation

Writing & Editing  
Communications

### Applications

Adobe Creative Suite  
Microsoft Office

WordPress  
Google Docs  
Virtual Reality

Axure  
DaVinci Resolve  
InVision

### Experience

**The Refined Story**, Seattle, WA

September 2015–Present

Principal Content Strategy and User Experience Consultant

A content strategy and digital communications consulting practice.

Work collaboratively with clients and executives by strategizing vision, establishing voice and narrative for content and user interactions, building digital infrastructure, then delivering on time and on budget.

Notable clients and projects include:

- T-Mobile: Created UX architecture, content strategy, and microcopy for internal sites, plus UX architecture for top-of-funnel marketing campaigns that increased phone-based customer touchpoints.
- [JewishScouting.org](http://JewishScouting.org): Created vision and design, then rebuilt a new site for a scouting organization. Work included user research with multiple stakeholders and potential users, information architecture, content audit and strategy, and WordPress implementation.
- [AskDearie.com](http://AskDearie.com): Collaborated with principal on narrative development and content strategy, then implemented WordPress site for online advice column geared toward adults navigating the issues that come with aging parents.
- [Washington Jewish Museum](http://Washington Jewish Museum): Envisioned and built an innovative site that showcases a historical society's assets at all phases: conducted user research; designed content and marketing strategies; built information architecture/UX design; implemented WordPress site. Wrote, designed and curated nearly 50 storyboards for museum-style exhibit to showcase museum for fundraising event.
- Eddie Bauer: Designed UX architecture for internal human resources sites to improve information architecture and workflow for benefits management and employee handbook.
- [EvivaMD.com](http://EvivaMD.com): Led UX and information architecture for site re-launch that included innovative, data-based content model for development team.

**RealityNext**, Seattle, WA

June 2017–Present

Co-Founder and UX/Content Lead

Built vision and design for highly innovative educational platform that enables students to learn together inside Virtual Reality by creating and performing stories and games.

- Built company's online presence: Developed content strategy, implemented WordPress site, wrote marketing content and blog posts, launched social campaigns with growing organic and paid reach, told powerful stories through video, and successfully completed crowd-funding campaign—all on next to no budget.
  - Brainstorm, test and refine methodology through user testing; use results and deliverables to produce curricula and UX recommendations.
  - Maintain business operations and facilitate partnerships.
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**JTNews Media**, Seattle, WA

2002–2015

Editor-in-Chief & Publisher

As CEO of this award-winning regional media company, oversaw multiple publications and products that informed, educated and excited thousands of readers while overseeing success of the business.

- Targeted overall voice and editorial strategy toward niche demographic.
- Led advertising and marketing initiatives.
- Collaborated with executive board, journalists, designers, sales teams, and other stakeholders.
- Used analytics and audience feedback to continually assess and improve content quality.
- Served as voice of organization by meeting regularly with community leaders, audience, and company ownership.
- Established content marketing plans that generated increase in ad revenue and client satisfaction.
- Envisioned, developed and launched sustainable niche news and information site for young adults that served as a community builder while garnering accolades for its innovation and creativity.
- Took pride in mentoring upcoming journalists as they launched their careers.
- Delivered product on time, 100% of the time in a fast-paced environment under tight deadlines.

**Tableture, Inc.**, Seattle, WA

2010–2012

Founder & CEO

- Launched innovative white-label app that provided media companies a presence on the just-launched iPad.
- Conducted user research and usability studies to validate product need and reader experience.
- Designed iOS-based systems architecture and user interfaces.
- Collaborated with overseas development team to build prototype and 1.0 minimum viable product.

**Education & Training**

**University of Washington** – Master of Communications in Digital Media, 2016

Emphasis: User Experience and Digital Marketing.

**University of Colorado** – Bachelor of Science, Broadcast Journalism

**University of Washington** – Certificate, Commercial Fiction Writing

**Awards, Memberships & More**

- **General Assembly Seattle** – Course instructor, 2015–present
  - **Temple Beth Am** – Member, Board of Directors, 2015–2017
  - **Rockower Awards** – Seven-time recipient for excellence in journalism
  - **Seattle Interactive Conference Design Swarm** – Team won People’s Choice award for innovative strategy to encourage widespread adoption of life-saving clean water device
  - **American Jewish Press Association** – Former vice president/executive committee member
  - **AJPA President’s Award for Service** – Winner 2007 and 2012
  - **AJPA Annual Conference** – Seattle conference event chair, 2013
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