
Professional experience

Cardinal Health, Dublin, OH [Healthcare products and services provider - #19, Fortune 500]

Manager, User Experience, Global Communications | December 2005 – present

Create, implement and direct user experience activities for CardinalHealth.com (public website) and myCardinalHealth (company-wide intranet). Responsible for Cardinal Health's brand online, including websites, e-mail, computer-based training and Flash animations. Own and maintain brand guidelines and their enforcement. Partner with department's internal and external directors to meet objectives. Managed department's four interns (two at a time). Highlights include:

- **User-focused intranet** – Develop ongoing strategy to evaluate usage of intranet and employee satisfaction/frustration through surveys, contextual inquiries, card-sorting and other methodologies. Worked with representatives from JPMorgan Chase, Wachovia, and Capital One to conduct benchmarking research on corporate intranets, surveying 20 other Fortune 100 companies and visiting five intranet leaders to identify best practices and improvement ideas. Presented recommendations to Global Communications Executive Vice President and – upon approval – implemented changes to myCardinalHealth's structure. Focus on task-based navigation and other improvements led to highest levels of intranet satisfaction yet reported by employees. Instituted policy on adding new content as well as regular, site-wide review process to maintain and continue user-centered improvements.
- **One public web presence** – Partner with internal clients to migrate business unit-based public websites from disparate designs to shared brand standards and templates. Create information architecture, designs and templates for a future public website based on user expectations of Cardinal Health – rather than our internal structure – through research, collaboration with marketing, business clients and external marketing partner.
- **Client relations** – Manage relationships with internal and external clients, serving as an engagement point for internal and external sites. Provide direction in converting recently-acquired company sites to our brand and structure. Direct vendors in applying our branding to their web tools. Work with Employee Communications to create plans and calendars for client projects incorporating web, e-mail and print communications.
- **Internal/External marketing** – Create and manage common platform and governance model for internal online advertising, with single focal point and process for “ads” and feature stories. Made similar layout and process for ads on external homepage, including design of marketing-focused landing pages. Work with marketing clients to develop effective ads and identify key metrics to track effectiveness. Developed standards for HTML email formats.

Specialist, Electronic Communications, Corporate Communications | January 2004 – December 2005

Worked as primary (and at times, sole) developer for public website and intranet. Worked with clients to create, develop and communicate their online content. Created common brand design and standards for all sites, and implemented across multiple business units and internal/external websites. Highlights included:

- **One intranet** – Assisted in consolidating all major employee intranets in the development of a single site, myCardinalHealth. Designed information architecture and helped develop policies and procedures to support the new intranet. Partnered with numerous internal clients – including members of IT, HR, Finance, Legal and business units – to garner buy-in, create enthusiasm, and ultimately transfer and optimize their content to this new platform.
- **One public web presence** – Worked with external vendor and internal clients to create a multi-lingual, multi-country approach to the public website. Visited the UK to help convert the site of a newly-acquired business into our brand standards and new international strategy. Established common information architecture for all new sites, and implemented new focus on providing task-based actions on every page. Planned to extend process to existing sites (carried into position above).

- **Branding** – Created a sketch as an intern that ultimately beat recommendations from external vendors to become the interface for all internal and external sites. Served on Electronic Media Task Force, and wrote brand guidelines for websites and interactive media. Implemented the brand conversion for internal and external websites from old design to self-created templates. Provided guidance to branding department in regard to electronic media-related issues. Worked with co-workers in business unit web teams to implement standards on their sites.
- **Applications** – Developed web-based forms to serve as new engagement point for all employees to our IT group (previously, IT engagement varied with for each business segment, and was conducted primarily through call centers). Worked with customers and IT clients to improve and expand functionality of these forms, rolling them out to all business segments. Ultimately, these forms replaced the phone as the primary channel to request IT services. Advised on branding, structure and functionality of other internal applications, including identity management (single sign-on initiative) and a new company-wide phonebook.

Weekend Studios, Dublin, OH [Web design company]

Member/Co-owner, Design and User Experience | September 2007 – Present

Founded this LLC with a partner to increase web development proficiency and stretch design and coding knowledge. Projects involve either creating a new site from scratch or re-building an existing site, with an emphasis on reinforcing and increasing brand awareness and offering user-focused tasks and information.

Education

Certified Usability Analyst – Completed certification in 2007 through Human Factors International; CUA #2007-1240

Pennsylvania State University, Smeal College of Business, University Park, PA

Bachelor of Science in Economics and International Business, 3.5 on a 4.0 scale, December 2004

Schreyer Honors, Smeal, AMP Incorporated and AMC Scholarships awarded

Additional activities

2004, 2005 and 2006 Intern Mentorship Program – Worked with multiple interns to advise and assist in their introduction to Cardinal Health and next steps in their career; served as “default” mentor, taking on additional interns as needed when other mentors were unable to commit

2006 Monster Diversity Leadership Program – Served as a representative for Cardinal Health at this program geared to match companies with diverse future leaders

Intranet Peer Group – Served as a member on a group made up of some 55 intranet professionals from 30 major companies interested in sharing best practices; hosted User Experience Forum in 2006

Learning Map Champion – Conduct exercise to educate new and existing employees on the depth and breadth of Cardinal Health’s businesses, finances, values and commitment to diversity. Process emphasizes interaction and active participant involvement through visual tools and displays (Learning Maps and their components). Instructor and champion (as an intern through present), regularly instructing groups of new employees and other interested parties.

Audio/Video presence – On-screen narrator for the Cardinal Health security video, as well as voice-over for Ethics and Foreign Corrupt Practices Act (FCPA) computer-based training and company-wide voicemails.

Webmaster, Communications Committee member, Choir member, Sunday School teacher (ages 6-8), New Hope Church – Serve as a “brand-creator” for New Hope Church, developing a consistent look-and-feel for our website (NewHopeWorship.com), bulletins, internal flyers/posters, brochures and other materials, in addition to other roles.