
I work at the intersection of human insight, design, and AI to transform complex systems into human-centered advantage.

**SVP, Human Insights and AI Solutions – Omnicom Health (Wildtype)
February 2025 - Present**

- Lead applied AI and transformation across the agency including Omnicom's inter-agency AI platform, OAI, and other AI ecosystems..
- Spearhead creation of AI Product offerings within and outside of Omnicom's Proprietary AI platforms to bring governed and compliance-ready intelligence into highly regulated creative environments. Includes solutions such as the Octonion analysis, an 8-Dimensional heuristic framework measuring website and ecosystem effectiveness, and the AZ agentic ecosystem, a comprehensive matrix of agents, knowledge bases, and workflows for marketing brands effectively and efficiently.
- Direct client investment and adoption of AI by designing solutions calibrated to automation maturity, regulatory constraints and other policies, and existing client workflows and systems. We identified and implemented workflows and use-cases for custom Adobe Firefly models at Novocure, driving radical efficiency gains of over 800% in icon design tasking and augmenting photo shoot value by over \$250,000.
- Drive adoption of AI across internal departments through employee engagement initiatives, including capabilities demos, education programs, competitive sprints. Programming has led to a 495% uptick in AI utilization across hundreds of employees within four months of deployment.
- Modernize healthcare marketing workflows using AI by augmenting key capabilities, automating time-consuming rote work (such as CI and research readout analysis), and amplifying functional daily capacity. AI strategies have led to an 85% cost reduction in select production workflows and a 25% increase in key tasks across disciplines in X months
- Lead the Human Insights division of Omnicom Health, elevating user research to a center of excellence. Conduct qualitative and quantitative first-party research with specialty audiences, build AI products augmenting UX design, and package the offering in a center of excellence.
- Advise and direct the development of synthetic research capabilities across Omnicom. We distill HCP and patient behavioral data from a proprietary data lake to drive digital twin and persona agents who then participate in synthetic research.

**SVP, UX Strategy – Harrison/Star – New York, NY
July 2023 - February 2025**

- Spearheaded creation of proprietary frameworks (AI) and heuristic analyses to evaluate and enhance digital experiences across multiple dimensions.
- Conducted first-party user research and interviews to inform user-centered design strategies and validate solutions.
- Designed high-level concept prototypes and developed strategic content taxonomy maps to align digital assets with user needs and business goals.
- Synthesized insights to identify opportunities, whitespace, and best practices, driving actionable recommendations for clients such as Gilead, Genentech, Novocure, and BeOne.
- Led UX strategy for new business pitches, effectively communicating strategic value and fostering partnerships.

VP, UX Lead – Harrison/Star – New York, NY**June 2014 - July 2023**

- Lead UX design for global pharmaceutical clients, including Gilead, Merck, Pfizer, AstraZeneca, BMS, Genentech, and Takeda, generating strategies and design artifacts to support the launch and growth of ground-breaking therapies such as remdesivir, the Merck diabetes portfolio, immunotherapies, and PrEP
- Managed, coach, and develop UX and UI designers, using performance metrics, personal development plans, and continuing education
- Lead qualitative and quantitative research, including usability testing, user interviews, and competitive, heuristic, and human factors analyses, to generate and translate insights into strategic design deliverables
- Advocated for user priorities with cross-functional partners and stakeholders, including marketing leadership, medical and regulatory teams, and third-party development teams
- Identified and evangelized emerging technologies with potential applications to client challenges
- Developed organizational curriculum on UX design, UX writing, and emergent digital technology and trends
- Advised the Digital Leadership Council, identifying opportunities for future organizational and financial growth

SVP, Creative Director – Harrison/Star – New York, NY**May 2012 - June 2014**

- Provided creative leadership, managing a team of 35 employees, for the launch of successful brands across oncology, cardiology, neurology, dermatology, gastroenterology, primary care, and endocrinology
- Led creative for business development, winning agency of record for five new brands to generate \$26 million in new business revenue, comprising 1/3 of the agency's annual revenue
- Audited agency creative offering and identified the need for a UX department; established the department, managed, and staffed it accordingly

VP, Digital Creative Director – Harrison/Star – New York, NY**March 2010 - May 2012**

- Oversaw digital design department and front-end developers on the strategy and execution of digital assets across mobile, web, app, social media, and convention experiences
- Measurably increased agency-wide digital acumen through the development and delivery of digital curriculum and workshops
- Led new business opportunities for digital engagements and provided strategic guidance for digital dimensions of agency of record pitches
- Substantially contributed to the refinement of the agency's digital process

VP, Digital ACD – FCB Healthcare – November 2007 - March 2010**Creative Director – Fearless Concepts – November 2004 - November 2007****Senior UX Designer – Omnipod – January 2000 - September 2004****Motion Designer – Creative Domain – October 1998 - December 1999****Web Designer – U.S. News and World Report – July 1998 - October 1998****BFA, Graphic Design – RISD – September 1994 - July 1998**