



I am a principal UX designer and information architect with 20 years of digital design experience. I enjoy working with a team of superheroes with whom I can build beautiful ways to access information.

118 Union St. 5A Brooklyn 11231 • 917.687.8524 • jl@memorabilist.com

LEAD UX DESIGNER

The College Board

July 2018 - May 2025

- Led UX strategy and design for integration of metadata-driven connections on BigFuture.com
- Led UX design for Career Quiz and Interest Results for BigFuture.com
- Designed Career Profile section of BigFuture.com
- Full redesign of AP Student website
- Content and UX strategy for incorporation of AP full year model into digital offerings

SENIOR INFORMATION ARCHITECT

Infor

June 2015 – July 2018

- Designed and executed detailed prototypes and wireframes that illustrate layout, interactivity, and user flow
- Conducted user research including interviews, surveys, and interface efficacy testing
- Guided content owners to effective strategies
- Worked with graphic design and coding teams to finalize and build UI
- Founded Infor's first user testing community
- Led redesign strategy of Infor's main sales & marketing online resource
- Introduced integration of use case documentation with design prototypes
- Created user journey map of high-traffic site areas

SENIOR USER EXPERIENCE DESIGNER

The New York Public Library

August 2007 – March 2015

- Designed and built HTML/CSS/jQuery prototypes for development into responsive web interfaces
- Built NYPL.org's first rapid prototyping system, including first set of design patterns
- Collaborated with high-level stakeholders to develop project requirements
- Led introduction of wireframing into standard web design process
- Translated NYPL brand to digital contexts
- Co-founded content strategy working group
- Led and executed redesign of the Digital Gallery

SPECIALIST, DIGITAL LIBRARY DEPARTMENT

The New York Public Library

May 2006 – August 2007

- Researched and prepared art and art books for digitization
- Compiled and added item- and collection-level architectural metadata to the system database

WEB DESIGNER, THE THOMAS J. WATSON LIBRARY
The Metropolitan Museum of Art

January 2006 – May 2006

- Designed and planned code structure for library portal
- Supervised meetings of library portal project committee

WEB ASSISTANT
History of Art and Design Department, Pratt Institute

2003 – 2007

- Assisted the History of Art and Design department office, including the Chair, with web and internet issues
- Built several class websites, including History of Art and Design department site
- Maintained department computers and software

FREELANCE WEB DESIGNER

2001 - 2005

Clients included:

- Jonathan Green, international journalist
- FoodHealer, food/nutrition blog
- GoalQuest, internet education company
- Bedford St. Martin's, publisher

DIGITAL DESIGNER
coolfire.interactive

1999 – 2001

- Designed and built websites for clients
- Designed e-card campaigns and collateral
- Supervised design department “Design Council,” including team critiques and creation of resource library
- Designed and coded coolfire.interactive's intranet

EDUCATION

PRATT INSTITUTE
MLS and MS, Library and Information Science, History of Art and Design

2003 – 2007

Thesis (History of Art and Design): "Strange Places: Illustrating the Otherworldly in Mike Mignola's Hellboy"

SMITH COLLEGE
Bachelor of Arts, Comparative Literature, Art History

1991 – 1995