



Samples

“My time at Comcast forged my strengths in user experience work centered around helping consumers conveniently access and maintain autonomous control of their information and services. It was a great pleasure to repeatedly translate direct customer feedback into product design improvements which increased experiential satisfaction and brand trust.”

PROJECT

Xfinity Privacy Center

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 4 designers, 1 copywriter, 2 researchers

Timeline: 6 months

SCOPE

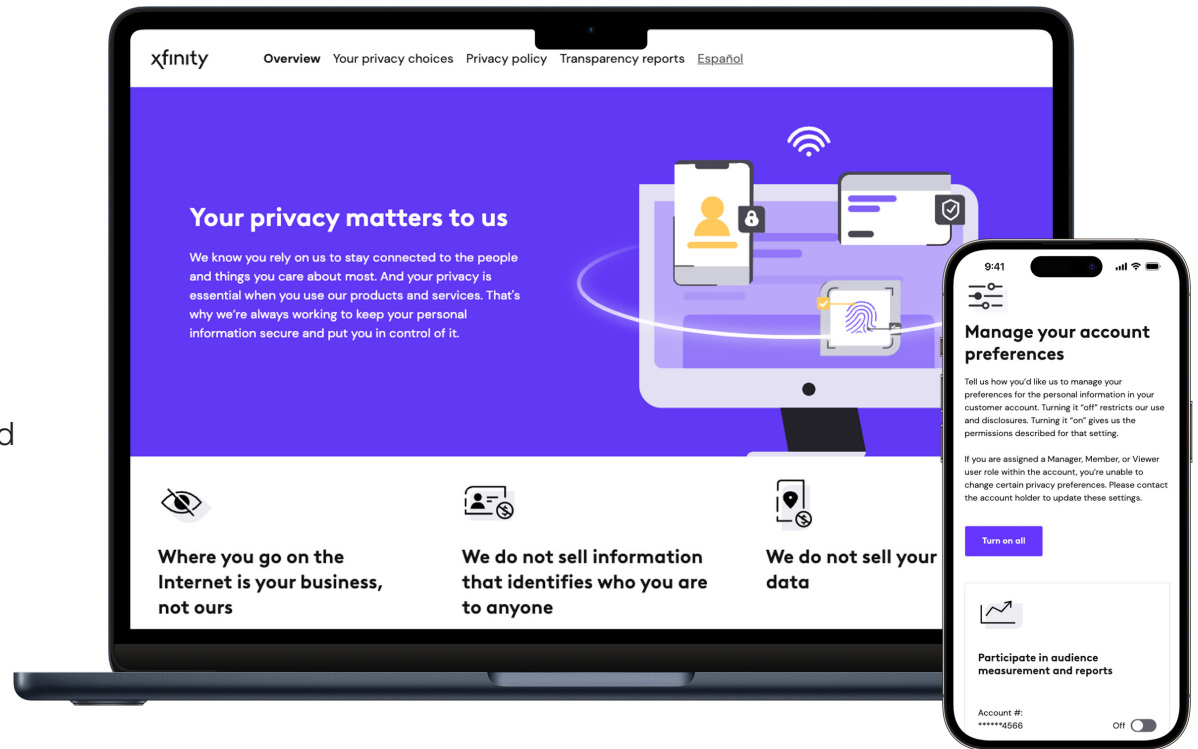
Comprehensive experience for learning about and managing corporate data privacy.

SUMMARY

Leveraged new design system to create an informational microsite, including multi-tenant consumer flows for downloading, deleting, and correcting personal information. Worked in lock step with Product, Engineering, and Legal partners to create a research-driven experience dedicated to educating consumers about Comcast's data privacy stance, as well as utility flows for managing personal information and preferences (Cookies, SPI, etc.).

RESULT

The company was able to align with emerging legislative and ethical standards by introducing a valuable new service, increasing brand trust for those impacted by the use of their personal information.



SKILLS

- Design team leadership and resource management
- Strong partnership with Legal, Product, and Engineering
- Art direction and content/UX strategy
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Content strategy and CMS planning
- Executive presentations

VISIT:

<https://xfinity.com/privacy> >

PROJECT

Customer Identity Management

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 2 designers, 1 copywriter, 2 researchers

Timeline: 2 years

SCOPE

Design-led evolution of a robust platform for identity management and authentication leveraged across multiple digital products.

SUMMARY

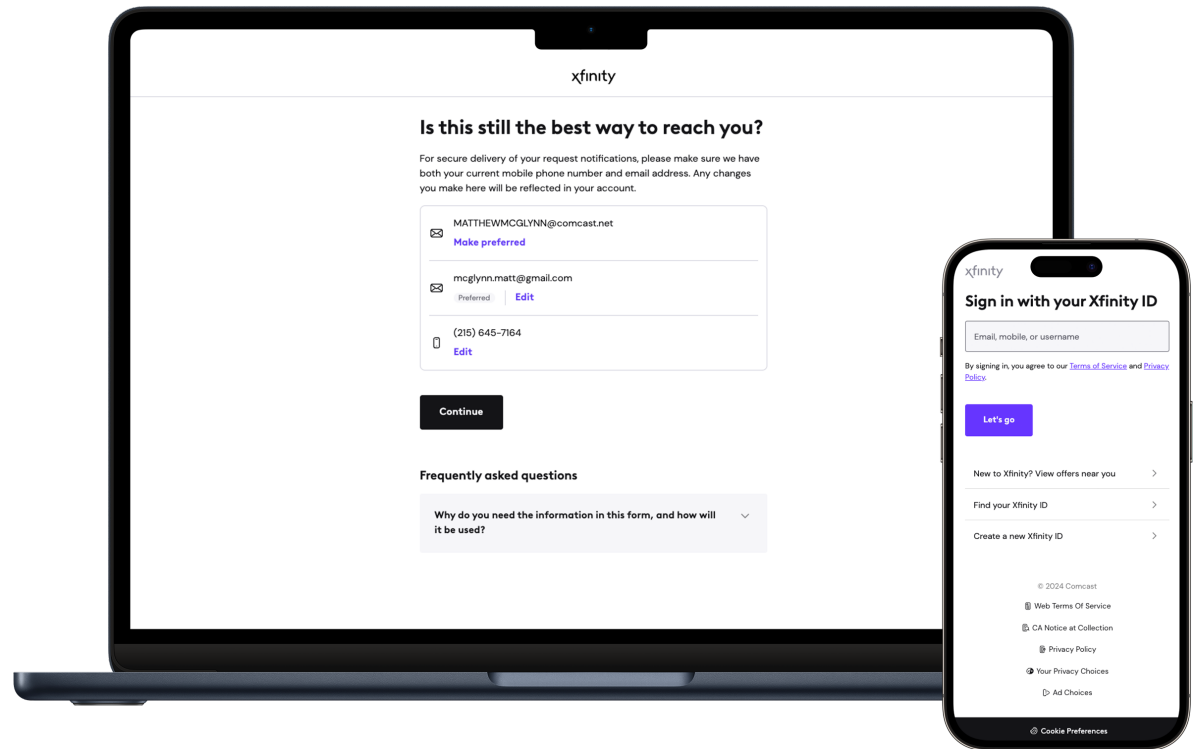
Championed a multi-year effort to bring experiential consistency and modernized standards to an antiquated enterprise-level system.

FEATURES

- Step-up and Passwordless authentication

RESULT

Perceived friction during user flows for authentication and verification was drastically reduced. An ideal balance of newfound convenience, familiarity, and increased security produced a higher overall net promoter sentiment among customers.



SKILLS

- Design team leadership and resource management
- Strong partnership with Security, Product, and Engineering
- Art direction and content/UX strategy
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Lean documentation and agile iteration
- Feature planning and requirements gathering

VISIT:

<https://login.xfinity.com/login> >

PROJECT

Secure Multifactor Authentication

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 3 designers, 1 copywriter, 2 researchers

Timeline: 6 months

SCOPE

Research-driven campaign to improve customer security and reduce identity fraud.

SUMMARY

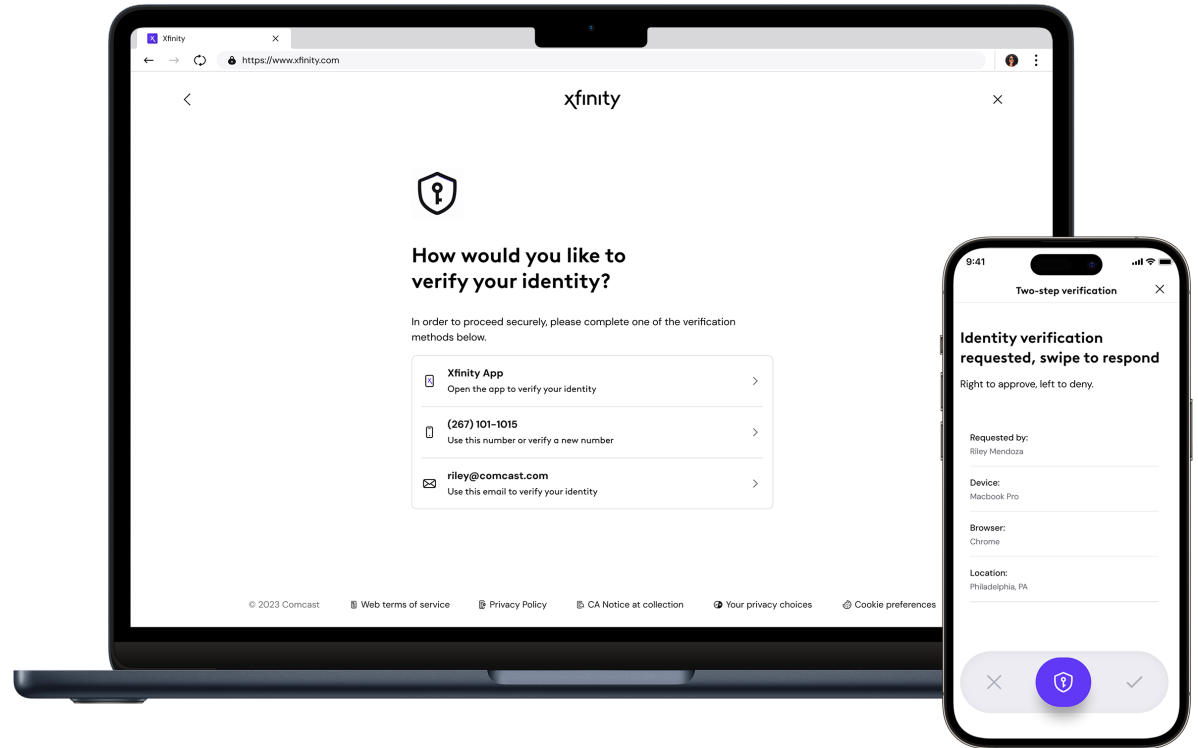
Introduction of multi-screen experience allowing customers to approve or deny requested access to their account and services.

FEATURES

- Biometric enrollment, management, and usage
- Contact method verification via one-time passcode

RESULT

Successfully reduced digital fraud while increasing brand trust and experiential satisfaction. Assisted in launching campaigns to educate customers and employees about the importance of cybersecurity.



SKILLS

- Design team leadership and resource management
- Strong partnership with Security, Product, and Engineering
- Art direction and content curation
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Lean documentation and agile iteration
- Balancing UX and cybersecurity standards

VISIT:

[View the prototype >](#)

PROJECT

Customer Service and Account App

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 4 designers, 2 copywriters, 2 researchers

Timeline: 1 year

SCOPE

Customer-feedback focused feature development of account management sections in customer-facing mobile app with millions of active users.

SUMMARY

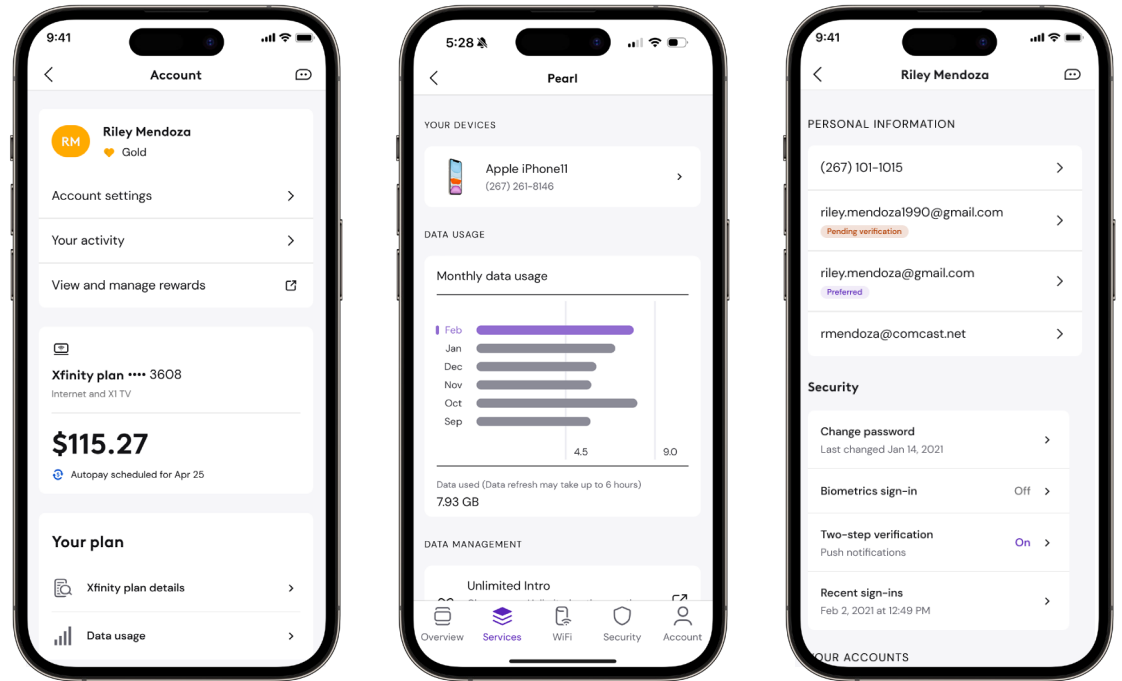
Worked in concert with product and engineering stakeholders to collectively evolve the feature set of a robust digital account management experience.

FEATURES

- Bill/Payment settings • Identity/Auth/Profile settings
- Xfinity mobile cell phone service management
- Help and Troubleshooting • Notifications settings
- Feature adoption and promotion

RESULT

Empowered customers with complete control over key account functions, significantly reducing the need for interaction with support agents.



SKILLS

- Design team leadership and resource management
- Strong partnership with Product and Engineering
- Art direction and content curation
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Lean documentation and agile iteration
- Sophistication of emerging design system

VISIT:

[Download the app >](#)

PROJECT

Digital Checkout Flow

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 4 designers, 1 copywriter, 2 researchers

Timeline: 8 months

SCOPE

Complete redesign of antiquated online commerce and account setup experience for new and existing customers.

SUMMARY

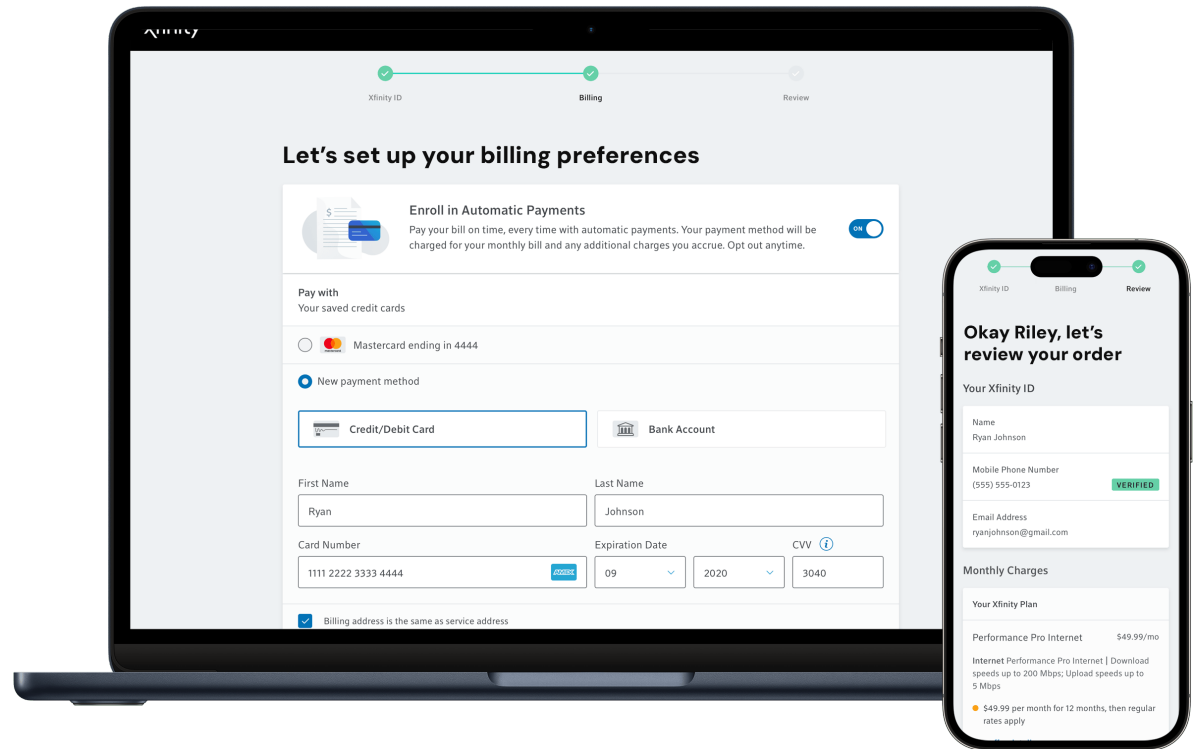
Completely redesigned the eCommerce flow; including steps for account setup, billing preferences, identity verification, and order review.

FEATURES

- Bank account, debit/credit card capture
- Inline marketing modules
- Cart navigation

RESULT

Successfully increased sales conversion and customer satisfaction rates by reducing friction and cognitive load. Improved fraud prevention while exceeding business goals for adoption of automatic payments and paperless billing.



SKILLS

- Design team leadership and resource management
- Strong partnership with Sales, Product, and Engineering
- Art direction and content curation
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Lean documentation and agile iteration
- Balancing UX and eCommerce standards