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ABOUT ME

Founding design lead with 8 years of experience guiding design strategy across B2B startups. I've built and grown the first product and design practices for fast growing startups.

EDUCATION

UC San Diego // B.S. Cognitive Science: Design & Human-Computer Interaction

EXPERIENCE

Senior Product Designer - Sage Financial

May 2023 - Feb 2024

Grew adoptions by 50K users by leading design to integrate new startup acquisition's AI product through product-led growth strategy with self-serve onboarding & automation flows for customer VAT compliance.

Senior Product Designer (Mobile) - Albertsons/Acme Markets

April 2022 - March 2023

Increased average order value by \$0.50 across 4M MAUs by shipping a comprehensive redesign one of the app's most visited pages.

Improved add-to-cart rate by running A/B tests across 800K users to launching a new Product Card UI component in collaboration with analytics & design systems teams.

Product Designer - Nitrogen Wealth (aka Riskalyze)

April 2020 - Sep 2021

Series A; Improved sales team's conversions by 40%, generating \$900K in additional revenue through the design and introduction of a free trial experience for investment trading platform.

Managed, maintained, and evangelized design system. Reduced churn by \$225K & saved 2,000 people-hours annually by designing & launching an optimized trading workflow for financial advisors.

Product Designer (Mobile) - ServiceNow

Aug 2019 - Dec 2019

Led mobile design & strategy for ShoppingHub, the enterprise procurement tool, shipping 10 new components in collaboration with PMs & engineers across 3 business units.

First Product Designer - iGrad/Enrich Financial (acq. by Financial Fitness)

Sep 2017 - Aug 2019

Built design process & team, tripled design output & reduced dev bottlenecks by launching design system, developing research & testing processes, and hiring & mentoring 2 interns.

Contributed \$300K in annual revenue via partnerships with Univ. of Phoenix & SoFi by redesigning onboarding, making the platform more competitive & increasing adoption.

UX Designer - McKesson Health

Jun 2016 - Sep 2017

Overhauled the iKnowMed G2 web app dashboard by optimizing key workflows, information architecture, & customization options with cross-functional team.

Design Advisor - Ishqr

Dec 2014 - May 2015

Consulted on design and launched dating app to 4,000 users & raised \$25K in funding from Dreamit Ventures.

SKILLS

General: Stakeholder Alignment, Design & Product Strategy, Storytelling, Product-Led Growth UX, iOS & Android Design, Data Visualization, Interaction & Visual Design, Design Systems, User Research/Testing, A/B Testing & Experimentation

AI Tools: Claude Code, Replit, Figma MCP, Vercel

UX Tools: Figma, Miro, UserTesting, Fullstory, Adobe Analytics, Jira, Notion, Ahrefs & GSC, Storybook/Zeroheight