

## MISSION

Practicing design and creative problem-solving since the 2000s, I leverage emerging technologies like AI, design tools, code, and product-led growth strategies to stay at the edge of innovation. As a player/coach, I lead teams by stress-testing early solutions, delivering seamless handoffs, and validating results with measurable data and customer insights. My mission is to enrich teams and amplify value through lean ops. I'm a user advocate, minimalist, digital archivist, magician, and a born U.S. citizen from Petaluma, CA.

## EXPERTISE

Design Leadership  
Product Design  
Design Systems  
Brand Identity  
Enterprise/SaaS  
Front-end POCs  
Public Speaking  
User Research  
Presentations  
Visual Design  
Prototyping  
A/B Testing

## TOOLS

Figma      Jira      Heap      Intercom  
Sublime      Miro      Maze      Fullstory  
ChatGPT      Dovetail      Sketch      bold.new

## CODE

HTML/CSS      Storybook      Bootstrap  
JavaScript      WordPress      Vue.js  
PHP/MySQL      Webflow      React

## EXPERIENCE



**Josys**  
Product Design Manager 2025–

Product Design Leader at Josys, an IT SaaS Management startup.



**Mezmo**  
Product Design Manager 2020-2024  
Lead Product Designer 2019-2020

I led product design at Mezmo (formerly LogDNA) by shipping our core telemetry and log analysis features, hiring and leading my team, defining our processes, ops, and user research, maturing our design system, and supporting Product and Engineering roadmaps as a player/coach.



**Verizon**  
Senior Product Designer 2014-2019

At Verizon Media [Yahoo] (2018–2019), I shipped high-impact products, modernized tools and design systems, and led storytelling with executive leaders. Earlier (2014–2018), I delivered key features and design systems for OnCue and Fios TV for 3M+ customers.



**Intel**  
Product Designer 2012-2014

I designed features OnCue's family of B2C TV products including the Set-top Box and mobile/tablet apps for iOS/Android.



**Archetype**  
Designer 2011-2012

I built consumer-facing products (both in-house and for 15+ household brands) across desktop, mobile, web, and TV.



**Encide**  
Founder 2008–

I built a product design critique community that has been a forum, chat, blog, shop, and social media brand. Prime years: 2008-2012, 2015-2016.



**Consultant**  
Designer 2005–

I lead small-to-large businesses across dozens of verticals in defining and achieving their goals with effective designs. Prime years: 2005-2013.

## EDUCATION



**UC Davis**  
Bachelor's Degree 2009-2011

I majored in Psychology and minored in Sociology with a focus on mental health, stratification, criminology, and averting structural social issues.