

## MISSION

In 2004, I found my calling... I have been practicing design and pragmatic problem-solving ever since. My principle approach is to lead teams by stress-testing early solutions, seeing what stands, and then delivering holistic handoffs. I adapt to novel technologies and tools while engaging at the forefront of usability and visual aesthetics. My #1 mission is to enrich teams and amplify value with lean systems. 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  
Sketch  
Sublime

Illustrator  
Photoshop  
Office/G Suite

Keynote  
Premiere  
After Effects

## CODE

HTML/CSS  
JavaScript  
Bootstrap

PHP/MySQL  
JSON/XML  
WordPress

## EXPERIENCE



**Mezmo**  
Product Design Manager 2021-2023/11  
Senior Product Designer 2019/08-2021

I led product design at Mezmo (formerly LogDNA) by shipping our core telemetry and logging features, hiring and managing my team, defining our processes and design operations, fostering user research, maturing our design system, and supporting Product and Engineering roadmaps.



**Verizon**  
Senior Product Designer 2018-2019  
Senior Designer 2014-2018

At Verizon Media (formerly Oath, now Yahoo) (2018-2019), I supported our digital products, modernized internal tools and design systems, led storytelling alongside senior tech leadership, and shipped high-impact projects with c-level visibility. Previously (2014-2018), I shipped critical features and ubiquitous design systems for OnCue, Fios TV, and go90.



**Intel**  
Senior Designer 2012-2014

I supported OnCue's family of B2C TV products including the Set-top Box and iOS/Android mobile/tablet apps. We were acquired by Verizon.



**Archetype**  
Designer 2011-2012

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



**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, minored in Sociology, and focused on mental health, stratification, criminology, and averting structural social issues.