

MISSION

Practicing design and pragmatic problem-solving since 2004, I leverage emerging technologies like AI, design tools, code, and product-led growth strategies to stay at the forefront of innovation. As a player/coach, I lead teams by stress-testing early solutions, delivering seamless handoffs, and validating results with 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
AI apps
Sublime
Illustrator
Photoshop
Office/G Suite
Sketch
Premiere
After Effects

CODE

HTML/CSS
Bootstrap/React
JavaScript/jQuery
PHP/MySQL
JSON/XML
WordPress

EXPERIENCE



Sabbatical
Chief Relaxation Officer 2024

After 12.5 years of full-time product work, I took a sabbatical to reflect, recharge, travel, finish dozens personal projects, and simplify my life.



Mezmo
Product Design Manager 2021-2023
Senior Product Designer 2019-2021

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