

## MISSION

I'm a passionate self-starter who solves problems by asking why before how. Great products come from teams where ideas > titles, not from rockstar designers working in isolation.

I adapt to new platforms, technologies and tools while engaging at the forefront of usability and visual aesthetics. I'm an evolving, empathic designer and user advocate on a mission to motivate teams, make waves, and amplify value with systems. I'm an archivist, minimalist, paradox, organizer, inquisitive skeptic, magician, cardist, skateboarder, photographer, and a lucky husband. I'm a born US citizen from Petaluma, California. Podcasts + coffee = life.

## EXPERTISE

Product Design  
Design Systems  
Brand Identity  
Presentations  
Roadmapping  
Visual Design  
Prototyping  
A/B Testing  
User Stories  
User Research  
Front-end POCs  
Enterprise/SaaS  
TV/STB Apps  
Mobile Apps  
Tablet Apps  
Leadership

## TOOLS

Figma  
Sketch  
Sublime

Keynote  
Illustrator  
Photoshop

Premiere  
After Effects  
Office/G Suite

## CODE

HTML/CSS  
JavaScript  
Bootstrap

PHP/MySQL  
JSON/XML  
WordPress

## EXPERIENCE



**LogDNA**  
Senior Product Designer  
2019 –

I lead product design at LogDNA, ship core logging features, own our design process, composed our design system, built and manage a team, guide user research, and drive our roadmap alongside business leaders.



**Verizon**  
Senior Product Designer  
2014 - 2019

At Verizon Media, I produced customer-facing products, modernized internal products and design systems, led storytelling alongside senior tech leadership, and shipped high-impact projects with c-level visibility. Previously, I supported the OnCue & Fios TV platforms by driving and shipping four major features and a well-adopted asset design system.



**Intel**  
Senior Designer  
2012 - 2014

I supported OnCue, a family of B2C, TV products including the novel Set-top Box UX, as well as both standalone and companion applications for tablets and phones for both iOS and Android.



**Archetype**  
Designer  
2011 - 2012

I produced both internal and customer-facing products across desktop, web, mobile, and TV for over 15 household brands including Microsoft, Bravo, Manga, E\*TRADE, Dictionary.com, Condé Nast and Nokia.



**Encide**  
Founder  
2008 –

Encide is a product design community that I founded with a handful of influential creatives where we provide honest feedback, build careers, and host creative projects. It has been a forum, blog, shop, social media hub, and currently, a chat. Most active years: 2008-2011 & 2015-2016.



**Consultant**  
Designer  
2005 –

I lead small-to-large clients to define and achieve their business goals with beautiful and effective products, software applications, websites, and brands across dozens of verticals. Most active years: 2005-2013.

## EDUCATION



**UC Davis**  
Bachelor's Degree  
2011

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