

Humans love the interactive products that my teams design and research.

With 2 decades of design, entrepreneurship, and engineering experience I've honed my skills to consistently launch simple and intuitive products used by millions of people. I draw upon my background to navigate partners and the product life cycle, foster collaboration, and make user-centered and data-driven decisions to craft elegant solutions within complex ecosystems.

In my free time, you can find me picnicking on a lake with my family discussing The Atlantic's latest article about technology's effects on individuals and society.

## Design

UX Management  
Roadmap Development  
Design Strategy  
UX Design & Prototyping  
Research & User Testing  
Mentoring  
Storytelling & Evangelizing  
Accessibility  
Sprintmastering

## Development

React, Angular & NPM  
TypeScript & ES6  
iOS Objective-C  
Google Cloud & Firebase  
VS Code, Git & CI/CD  
Agile Methodologies

## Staff UX Lead & Manager

 **reddit** 2021-Present

UX Lead and Manager for 2 teams, I collaborated closely with XFN partners to align goals, develop roadmaps, and bring a human-centric design to a complex user and content ecosystem.

- +20 launches across content creation, subreddits, moderation, and subscriptions leading to increased revenue, engagement, and happiness.
- Working through the Design team I fostered cross-org collaboration, orchestrated merging 2 design teams by aligning partners on priorities, fostering cross-org design strategy reviews, spotting opportunities, and ensuring coordination.
- Managed 6 designers, 2 contractors, and 2 interns. Hired 2, converted 1 designer.
- Using data, I pitched and gained VP of Product approval for the highly-demanded GIFs in Comments feature then led design and research, driving substantial engagement growth and garnering coverage in over +10 publications.
- Engaged UXR and Data Science to identify gaps and opportunities for further research of our products and application of insights to ensure excellence.
- Leading by example, I championed design system usage, playtests, and cross-org design education, while also being an informal mentor and sprintmaster.
- Educated XFN partners on design process and planning and UX frameworks.

## UX Lead & Senior UX Engineer

 **Google** 2015-2021

UX Lead for teams that design and prototype products loved by humans, backed by research, and driven by principles on Google Cloud Platform.

- UX Lead for Kubernetes Engine (GKE) focused on increasing task success by simplifying infrastructure creation, offering in-context best practices, and integrating with other essential products resulting in a material increase in revenue.
- UX Lead for Custom Roles and Organization Policy features unblocking the Identity and Access Management (IAM) launch and satisfying one of the biggest user pain points and representing a material amount of Cloud's revenue.
- Conceived of and drove the creation of a no code prototyping design tool using existing components to increase UX velocity. Recruited and led 22 person UX team to define, design, prototype, and research jobs to be done and user journeys.

## UX Lead & Senior iOS Developer

 **motorola** 2014-15

Led UX Design and iOS UI development for native iOS and Android push-to-talk apps used by governments, militaries, and enterprises.

- Led user research and competitive analysis to redesign, rewrite, and relaunch resulting in the platform's highest yearly revenue due to increased mobile sales.
- Elevated role of UX in an 87 year old corporation by gaining executive sponsorship to redesign and improve user journeys with modern interaction patterns.
- Led design critiques and engagement with QA and presented explorations and design thinking to leadership for feedback.
- Refactored existing and added new features like text messaging to legacy codebase.
- FIPS (federal privacy regulation) compliant app featured end-to-end encryption for group and private communications of 5K concurrent users.

## Co-Founder

**PillowMob** 2011-14

Co-founder and central to every facet of this viral consumer e-commerce company. We shipped 10s of thousands personalized face and pet pillows in 3 years around the world for \$25 each.

- Profitable within 6 weeks due to vertically integrated and on-demand fulfillment.
- Using a low-cost viral marketing campaign we landed a 1 minute and 45 second spot on NBC's Today Show which drove traffic and increased our conversion rate to 11% for our first holiday season.
- Hired 22 employees to make and ship 16K pillows then grew by 25% in our second year by expanding social media marketing partnerships and creating customer loyalty programs.
- Sold my equity after three successful years and earning 70 times ROI.

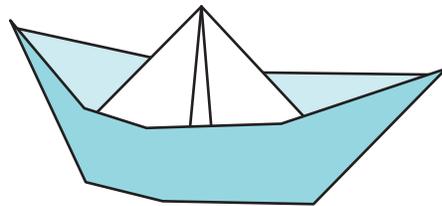
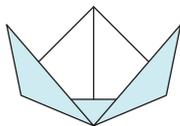
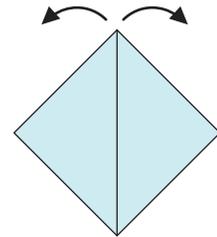
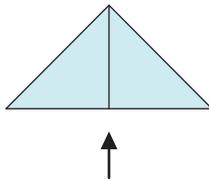
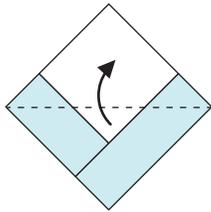
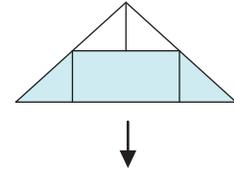
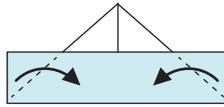
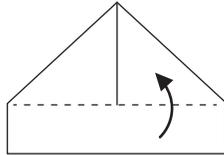
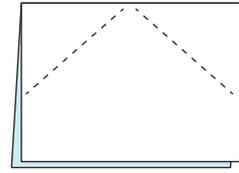
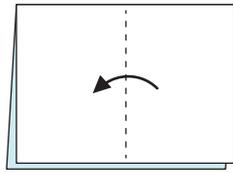
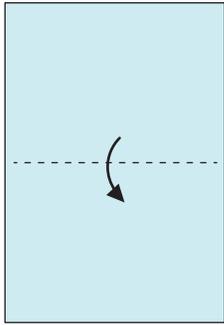
## School of the Art Institute of Chicago

Bachelor of Fine Arts with an emphasis on Art & Technology



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