

Design Leader | Product Strategy | Experience Director

EXECUTIVE SUMMARY

Strategic design leader with 12+ years of experience shaping product vision, scaling design systems, and guiding cross-functional teams across Fortune 500 companies and startups. Proven track record of unlocking multimillion-dollar impact and mentoring teams to deliver customer-centered outcomes at scale.

CORE COMPETENCIES

- Design Leadership & Strategy
- Team Building & Mentorship
- Product Vision & Roadmapping
- Cross-Functional Influence
- Systems & Scale
- Customer & Market Insights

LEADERSHIP HIGHLIGHTS

+\$8M

annual revenue unlocked (Meta)

20%

enrollment increase (JPMorgan)

10M+

users reached globally (Messenger)

EDUCATION

AI Summer Camp

Designlab, 2025

Advanced Prototyping in Figma

Designlab, 2025

Data Analytics

General Assembly, 2017

Web Development

Codecademy Labs, 2015

BFA, Graphic Design

School of Visual Arts, 2004

EXPERIENCE

VP of Experience – JPMorgan Chase

2024 – Current

Directed design strategy for small business fraud protection, aligning product, engineering, and risk leaders on mission-critical initiatives.

- Increased enrollment by **20%** and boosted activation from **64% → 82%**
- Improved operational efficiency by **25%** via redesigned banking tools
- Influenced executives by framing design in terms of risk reduction & trust

Staff Product Designer – Meta

2020 – 2023

Drove strategic design vision for Meta's ad payments ecosystem and scaled Messenger desktop strategy across Mac, Windows, and web.

- Unlocked **~\$8M** annually by reducing case resolution time by 4 hrs/agent
- Designed roadmap to address **\$2B** in disputed receivables
- Scaled Messenger desktop experience to **10M+** global users
- Established design systems while mentoring peers across product pillars

Product Design Lead – Tempest

2019 – 2020

- Transformed 8-week sober school → membership platform; drove **50%** new signups & **86%** alumni re-engagement
- Built membership funnel, content dashboard, and community tools (Stripe + Salesforce integration)
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Senior Product Designer – Slice

2019 – 2020

- Designed merchant and consumer-facing features improving order management, loyalty, and brand consistency for **12K+** pizzerias.
- Designed the an internal facing iOS and android app for shop owners called the “Slice Owners” that helped users manage their day to day operations.

EARLIER ROLES

Sabbatical

07/23 - 08/24

Senior Product Designer at Slice

04/17 – 04/19

Senior Product Designer at The Knot

03/15 – 12/16

Design Director at Heartbeat Ideas

08/11 – 10/14

UI & Art Direction Freelance at O2KL

10/14 – 03/15

UI and UX Designer at MRM Worldwide

10/09 – 08/11