

Design Leader | Product Strategy | Experience Director

EXECUTIVE SUMMARY

Strategic design leader with 16+ years shaping product vision across consumer, fintech, and enterprise platforms. Proven track record turning customer insights into product strategy, aligning cross-functional teams, and driving measurable business impact 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 Design, JPMorgan Chase 2024 – Present

- Lead experience strategy across Business Banking customer and employee platforms, translating customer and banker insights into product direction and aligning Product, Technology, Marketing, Risk, and business leaders across complex initiatives.
- Influenced Business Banking roadmap priorities by leading cross-platform discovery and synthesizing banker research into opportunities across Business Central, Outlook, scheduling, and client communications.
 - Improved small-business fraud protection enrollment by **20%** and activation from **64%** to **82%** by using customer research to identify critical gaps beyond enrollment and influence the end-to-end product experience.
 - Improved banker platform effectiveness by **25%** using AI-assisted prototyping to accelerate discovery and workflow validation.

Staff Product Designer, Meta 2020 – 2023

- Led product strategy and design across Meta's revenue ecosystem and Messenger, spanning complex financial operations and consumer experiences at global scale.
- Unlocked **~\$8M** annually by redesigning collections workflows and reducing case resolution time by **~4** hours per agent.
 - Defined product opportunities addressing **\$2B** in disputed receivables, translating complex operational and financial problems into scalable experiences.
 - Shaped Messenger desktop community experiences across Mac, Windows, web, and mobile, reaching **10M+** global users.

Product Design Lead – Tempest 2019 – 2020

- Led zero-to-one product design transforming an 8-week program into a scalable membership platform.
- Drove **50%** growth in new signups and **86%** alumni re-engagement through redesigned acquisition, membership, content, and community experiences.
 - Defined the product experience across the membership funnel, content dashboard, community tools, and Stripe/Salesforce integrations.

EARLIER ROLES

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| 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 |