

• Application Expertise

• Figma



• Sketch



• Adobe CC



• Axure



• Autodesk Maya



• Domain Expertise

• Strategy

- Vision and value
- Segment and TAM
- Budgeting and P&L
- Resourcing and empowering
- Pipeline and workflow

• User Experience

- Concept and ideation
- Interviews and research
- Personas and scoping
- User journies and flows
- Wireframes and interactions

• Agile Development

- Sprint planning and prioritization
- Stand-up and scrum
- Prototyping and iteration
- Early and often user testing
- Velocity and burndown

• Platforms

- Responsive web
- iOS/Android
- Desktop application
- Print
- 10 Foot / TV

• Education

• Full Sail University

- Bachelor of Science, CS / CA

• Ongoing education

- Books, workshops, and mentors (First design class: 1999)



• Work Experience

• GGWP

Director of Product Design | Jul 2021 - Present

Products

Player Reputation, Ohai, Untitled web3 Project

Responsibilities

- Kept three ongoing projects resourced, and ensured milestones were hit at quality and on budget
- Managed a group of full-time and contract designers with a wide range of skill sets
- Tactically owned the design effort for Ohai - a fun-focused video meeting companion app

• Akili Interactive

Lead Product Designer | Nov 2020 - Jul 2021

Products

EndeavorRx Insight, Akili EndeavorRx

Responsibilities

- Owned design efforts on the Caregiver team, and was responsible for the parent / guardian experience
- Set up processes for validating product and design assumptions with real users pre-development
- Created a treatment progress tracking mobile app, and overhauled treatment onboarding UX

• Humble Bundle

Product Design Manager | Jun 2018 - Nov 2020

Products

Humble Choice, Humble Monthly, Humble Store, Humble Bundles

Responsibilities

- Greatly improved company's overall design thinking, process, and cross-team collaboration
- Led the design of Humble Choice - a revamp of Humble Bundle's monthly subscription
- Successfully managed multiple designers, and ensured projects hit deadlines and budgets

• MODE, Inc.

Sr. Product Designer (UX/UI) | Oct 2016 - Jun 2018

Products

Mode Sensor Cloud, Vehicle Research Cloud, Tinkermode Partner Dashboards

Responsibilities

- Owned design efforts for MODE, Inc. as the company pivoted to a B2B cloud solution agency
- Established a design process and pipeline to ensure the company shipped delightful products
- Designed the core user experience, interaction system, and visual language of MODE's products

• Plays.tv / Raptr

Sr. UX/UI Designer | May 2014 - Oct 2016

Products

Plays.tv Website + Windows Client, Raptr Website + Windows Client

Responsibilities

- Helped build and launch Plays.tv from the ground up (strategy through end-to-end experience)
- Worked closely with the design director to create the Plays.tv brand and visual identity
- Owned comprehensive design deliverables: wireframes, prototypes, interactions, visuals, icons

• 50 Cubes

UI/UX Designer | Nov 2012 - May 2014

Products

Wardrobe.me, Shop Spot, Gemstone Journey, Mall World, Fashion Ave.

Responsibilities

- Designed experiences and interfaces for social fashion, and mobile / social gaming products
- Helped translate high-level, executive product requirements into actionable design tasks
- Rapidly iterated based on user data, and utilized A/B testing to optimize user flows and UI

• Freelance - Zaggle + Trademarkia

UI/UX Designer | Feb 2012 - Nov 2012

Products

Game Deck, Music Match, Super Stars, Instaroo, Will Capsule

Responsibilities

- Partnered with clients to help transition their mobile app and game concepts into usable products
- Reused common flows to reskin concepts to quickly test gameplay and market opportunity
- Performed genearl research, and created mood boards to explore and define look / feel options

• Grind Factory

Co-founder | Nov 2010 - Jan 2012

Products

Control and Conquest

Responsibilities

- One part of a two-man team who created a multiplayer, location-based game for the iPhone 4
- Served as an Art Director to a contracted illustrator, and was point-person on all UX decisions
- Co-created all game elements including location services, combat, and multiplayer mechanics