

## PRINCIPAL DESIGNER

O3 World

2025 - 2026

Led product team to deliver design systems and solutions at scale in numerous verticals. Trained teams in Make for faster, higher quality prototypes and testing.

## SENIOR PRODUCT DESIGNER

Intenti.co

2025

Long-term consulting. Lead designer working with engineering and science teams to design a better PaaS experience for this AI-driven CRM and sales tracking tool.

## PRACTICE LEAD

Eight25

2024 - 2025

Long-term consulting. Part of a team assisting the parent company in retooling its approach to design and deployment using modular, cross-domain design systems.

## CHIEF STRATEGIST

Qualified Digital

2023 - 2024

Long-term consulting. Led agency team in building holistic experiential solutions. Created service blueprints for Commonspirit, Cigna, and Kaiser Permanente.

## DESIGN DIRECTOR

SiriusXM / Signature

2022 - 2023

Long-term consulting. Led agency creative team to strategize and execute multi-faceted CX initiatives. Optimized strategies for roadmaps and interfaces.

## EXPERIENCE ARCHITECT

NAPA

2021 - 2022

Long-term consulting. Directed research, wrote requirements and led teams for two marquee products. Part of cross-disciplinary advisory group to create design system.

## SR. CREATIVE DIRECTOR

Hero Digital

2020 - 2021

Long-term consulting. Helped pitch and win accounts. Directed Experience team activity and client engagements. Established foundational design frameworks.

## PRODUCT ADVISOR

Tailwind UI Kit

2020

Provided guidance for experience design, positioning and market strategy of new subscription-based UI product. Guided interface and brand design activity.

## PARTNER

Furbaby Tracker

2018 - 2023

Co-founded custom software product to establish better end-to-end experiences for vet practitioners and pet owners. Created archetypal designs for multiple versions.

## CO-FOUNDER

Redsquare

2012 - 2024

Co-founded ethics-oriented, registered AWS consulting partner and affiliated developer co-op/product ecosystem. Led operations/design teams for >10 years.

## VP DIGITAL

Signature

2004 - 2025

Helped pitch, win, and manage all major accounts. Established end-to-end product solutions for higher quality and greater efficiency. Advisory role on as-needed basis.

## ASSOCIATE CREATIVE DIRECTOR

FlashPoint–DBC

1998 - 2003

## SELECTED CLIENTS

AAA

Acoustic Research

American Heart Association

Asplundh

Audiovox

ARRIS

Booz Allen

CHOP

Cigna

Comcast

Crozer-Keystone

Deloitte

Ellucian

Essent Guaranty

Google Mobility

GMAC

Intenti.co

Jensen

Kaiser Permanente

Medtronic

Motorola

NAPA

NASCAR

Oster

Pacific Western

Penn Medicine

Progressive

Raytheon

RCA

Stellantis

Siemens

Sikorsky

SiriusXM

Sunbeam

Virtua Health

Winn-Dixie