

PRODUCT DESIGN LEAD	Confidential	2025	SELECTED CLIENTS
Lead designer working with engineering and science team to design a better PaaS experience for AI-driven CRM and sales tool.			
PRODUCT STRATEGY	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.			
PRACTICE LEAD	Qualified Digital	2023 - 2024	
Long-term consulting. Led agency team in building holistic experiential solutions. Drove creation of 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. Established optimization strategy for product 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.			
PRODUCT OWNER	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	Redsquared	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 EMERITUS, 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	
Led agency creative department and pitched business. Delivered campaigns and solutions for print, digital, and motion media.			