

- + Translated complex healthcare, SaaS, and enterprise requirements into clearer UX systems, journey models, and digital experience frameworks.

CX ARCHITECT

NAPA

NOV 21 - DEC 22

- + Lead consultant on research, requirements, and design team execution for delivery driver, wholesaler, and retail customer product applications.
- + Collaborated across departments to define a holistic, brand-authentic design system capable of supporting current and future product and creative needs.
- + Worked directly with client-side leadership to modernize testing approaches and align research methods with broader corporate repositioning and data-driven decision models.
- + Helped connect operational, retail, and customer-facing product needs into a more cohesive digital experience strategy.

CREATIVE DIRECTOR

Hero Digital

OCT 20 - DEC 21

- + Consulted on pitch strategy for prospective clients, including analysis, strategic framing, and experience design recommendations.
- + Reconceived and redesigned major digital properties, including a top-down Kaiser Permanente web presence spanning customer touchpoints, self-service tools, and core digital journeys.
- + Led redesign and relaunch efforts for multiple billion-dollar enterprise clients, including marketing automation platform experiences and last-mile account management tools.
- + Partnered with strategy, UX, creative, and technology teams to translate complex business requirements into scalable digital experience systems.

SENIOR PRODUCT DESIGNER

SiriusXM

NOV 18 - OCT 20

- + Led agency and in-house teams in the planning, execution, and maintenance of multiplatform design systems across proprietary devices, digital properties, brand packaging, and vehicle interfaces.
- + Used shared design and development libraries to improve scalability, consistency, and cost-effective implementation across marquee product experiences.
- + Used shared design and development libraries to improve scalability, consistency, and cost-effective implementation across marquee product experiences.
- + Supported product and brand teams in extending core experience patterns across connected, embedded, and customer-facing platforms.

CAPABILITIES

UX FOUNDATIONS

User Research
Information Architecture
Taxonomy
UX Writing
Product Design
Interaction Design
User Interface Design
Visual Design
Service Design
Rapid Prototyping

DESIGN & COLLABORATION

Figma Design
Figma Make
Figma Slides
FigJam
Miro
Balsamiq
Axure RP
Adobe XD
Sketch
InVision
Zeplin
Framer
Lottielab
Adobe CC
G Suite

AI & DEV TOOLS

OpenAI
Claude Design
Claude Code
HTML
Node.js
WordPress
Sanity.io

TESTING & MEASUREMENT

Google Analytics
Adobe Analytics
Hotjar

CONCURRENT LEADERSHIP, FOUNDER & VENTURE ROLES

The following roles were held concurrently with consulting and agency engagements, reflecting long-term leadership, ownership, advisory, and partner-led responsibilities across digital strategy, UX, creative operations, and client delivery.

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VICE PRESIDENT, DIGITAL Signature Communications JAN 10 - FEB 25

- + Concurrent senior leadership role held alongside consulting and partner-led client engagements.
- + Led a 14-person team across research, UX, design, testing, and digital delivery for major client accounts.
- + Coordinated internal resources, partner teams, and consulting contributors to support integrated strategy, creative, UX, and development initiatives.
- + Helped shape long-term digital practice operations, client strategy, delivery standards, and cross-functional workflow.

CREATIVE DIRECTOR Signature Communications SEP 04 - JAN 10

- + Helped pitch and win major accounts through strategy, concept development, and speculative creative.
- + Established workflow systems, design standards, and creative delivery models that supported long-term account growth.
- + Managed creative team activity, resource planning, client relationships, photography, and cinematography direction.

COO / MANAGING PARTNER Redsquare JAN 12 - NOV 24

- + Founder/operator role held concurrently with agency leadership and consulting engagements.
- + Co-founded and managed an ethics-oriented AWS consulting partner and affiliated developer cooperative serving technology, consumer, and enterprise clients.
- + Led experience design, operations, client relationships, and book-of-business development across partner-led design and development engagements.
- + Created project plans, timelines, staffing models, and delivery approaches for cross-functional digital initiatives.
- + Oversaw collaboration between design, development, client stakeholders, and partner resources to support scalable project delivery.

CO-FOUNDER **Furbaby Tracker** **APR 18 - DEC 23**

- + Venture role held concurrently with consulting and product design leadership engagements.
- + Co-founded a custom software product designed to improve end-to-end experiences for veterinary practitioners and pet parents.
- + Led UX/UI direction, product experience strategy, and clinical test program implementation.
- + Defined early product workflows, interface concepts, validation priorities, and user experience requirements for a specialized healthcare-adjacent platform.

BUSINESS ADVISOR **Tailwind UI Kit** **JAN 19 - SEP 20**

- + Advisory role held concurrently with product design and consulting engagements.
- + Advised on experience design, product positioning, and market strategy for a subscription-based UI product.
- + Worked with the development team to identify, prioritize, and implement reusable library components, ecommerce flows, and product experience improvements.

EARLIER CREATIVE LEADERSHIP

ASSOCIATE CREATIVE DIRECTOR **FlashPoint-DBC** **OCT 98 - JUL 03**

- + Led creative teams across broadcast, print, digital, and integrated campaign work.
- + Directed concept development, visual design, production planning, and client-facing presentation materials.
- + Created all project designs, including timelines and team selection for both design and development.

ART DIRECTOR **O'Neill DelRosso** **SEP 97 - OCT 98**

- + Conceived and directed creative execution for agency campaigns across print, digital, and brand communications.