

Principal Product Designer

SUMMARY

Two decades designing 0 to 1 products for Fortune 100 and fast growing startups.

As a founder, manager and individual contributor, I understand deeply how to deliver products that solve real problems, gain tangible traction and garner the love of millions of people.

PARTNERED WITH

Pfizer, Abbott, Universal Music Group, Sony Music Entertainment, Warner Music Group, UFC

RECENT EXPERIENCE

ViNIL

Principal Product Designer 2023 - Present

- Guided the org using Lean UX principles to shape an initial MVP and roadmap that included early testing, short customer feedback loops, rapid prototypes and iterative development.
- Sole designer executing stakeholder workshops, user journey mapping, wireframing, rapid prototyping, hypothesis testing, iteration, final pixel-perfect delivery and engineer handoff.
- Worked closely with leadership, engineering and legal to go from concept to in-market MVP in 3 months.

Pex

Senior Lead Product Designer 2019 - 2023

- Led the 0 to 1 design of Attribution Engine resulting in Series A raise and \$180mm valuation.
- Created internal day to day processes that enabled growth from 19 to 120 employees.
- Led the org through a transformational shift of valuing and allocating resources for user research, hypothesis testing and measured outcomes throughout the product design process.
- Demonstrated and led the organization in Lean UX, Jobs To Be Done and Design Thinking.
- Mentored and empowered designers to overcome obstacles, solve deep problems and deliver career defining work.

Klean

Founder & CEO 2013 - 2019

- Founded and operated a product design agency serving mid-size to Fortune 100.
- Oversaw creative direction, strategy and execution of all projects.
- Recruited, hired and managed a high performing 12 person remote team.
- Created internal systems for client acquisition, retention and delivery - leading to a profitable agency in the first year.

CERTIFICATIONS

Lean UX & Product Discovery for Agile Teams 2021

CORE SKILLS

End to End Product Design User Research and Discovery Testing and Experimentation
Data Analysis Roadmap and Strategy Leadership Entrepreneurship