reading
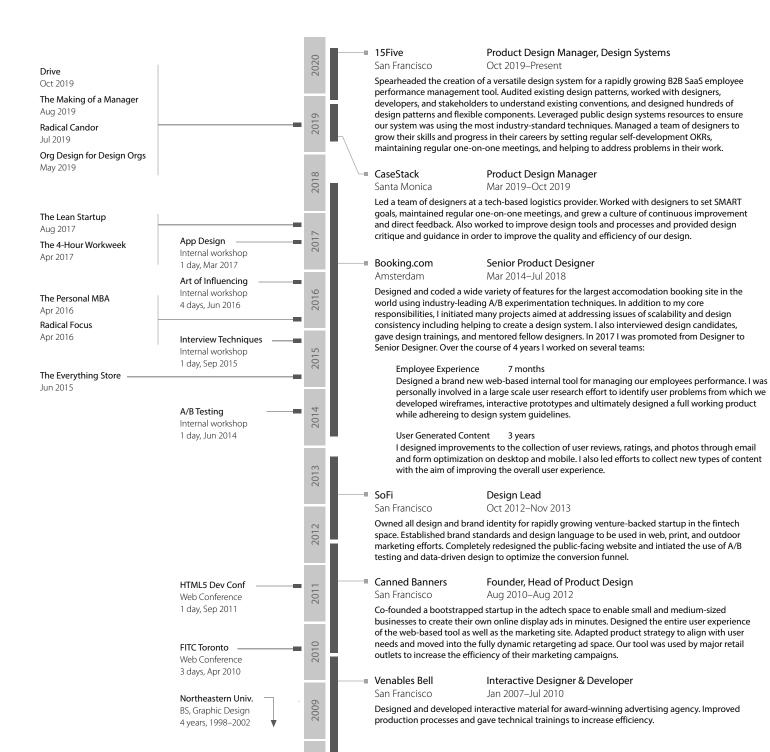
education

work experience

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Drive
Oct 2019

The Making of a Manager
Aug 2019

Radical Candor
Jul 2019

Org Design for Design Orgs
May 2019

The Lean Startup
Aug 2017

The 4-Hour Workweek
Apr 2017

The Personal MBA
Apr 2016

Radical Focus
Apr 2016

The Everything Store
Jun 2015

App Design
Internal workshop
1 day, Mar 2017

Art of Influencing
Internal workshop
4 days, Jun 2016

Interview Techniques
Internal workshop
1 day, Sep 2015

A/B Testing
Internal workshop
1 day, Jun 2014

HTML5 Dev Conf
Web Conference
1 day, Sep 2011

FITC Toronto
Web Conference
3 days, Apr 2010

Northeastern Univ.
BS, Graphic Design
4 years, 1998–2002

2020 **2019** **2018** **2017** **2016** **2015** **2014** **2013** **2012** **2011** **2010** **2009**

15Five — Product Design Manager, Design Systems
San Francisco — Oct 2019–Present

Spearheaded the creation of a versatile design system for a rapidly growing B2B SaaS employee performance management tool. Audited existing design patterns, worked with designers, developers, and stakeholders to understand existing conventions, and designed hundreds of design patterns and flexible components. Leveraged public design systems resources to ensure our system was using the most industry-standard techniques. Managed a team of designers to grow their skills and progress in their careers by setting regular self-development OKRs, maintaining regular one-on-one meetings, and helping to address problems in their work.

CaseStack — Product Design Manager
Santa Monica — Mar 2019–Oct 2019

Led a team of designers at a tech-based logistics provider. Worked with designers to set SMART goals, maintained regular one-on-one meetings, and grew a culture of continuous improvement and direct feedback. Also worked to improve design tools and processes and provided design critique and guidance in order to improve the quality and efficiency of our design.

Booking.com — Senior Product Designer
Amsterdam — Mar 2014–Jul 2018

Designed and coded a wide variety of features for the largest accomodation booking site in the world using industry-leading A/B experimentation techniques. In addition to my core responsibilities, I initiated many projects aimed at addressing issues of scalability and design consistency including helping to create a design system. I also interviewed design candidates, gave design trainings, and mentored fellow designers. In 2017 I was promoted from Designer to Senior Designer. Over the course of 4 years I worked on several teams:

Employee Experience — 7 months
Designed a brand new web-based internal tool for managing our employees performance. I was personally involved in a large scale user research effort to identify user problems from which we developed wireframes, interactive prototypes and ultimately designed a full working product while adhereing to design system guidelines.

User Generated Content — 3 years
I designed improvements to the collection of user reviews, ratings, and photos through email and form optimization on desktop and mobile. I also led efforts to collect new types of content with the aim of improving the overall user experience.

SoFi — Design Lead
San Francisco — Oct 2012–Nov 2013

Owned all design and brand identity for rapidly growing venture-backed startup in the fintech space. Established brand standards and design language to be used in web, print, and outdoor marketing efforts. Completely redesigned the public-facing website and intiated the use of A/B testing and data-driven design to optimize the conversion funnel.

Canned Banners — Founder, Head of Product Design
San Francisco — Aug 2010–Aug 2012

Co-founded a bootstrapped startup in the adtech space to enable small and medium-sized businesses to create their own online display ads in minutes. Designed the entire user experience of the web-based tool as well as the marketing site. Adapted product strategy to align with user needs and moved into the fully dynamic retargeting ad space. Our tool was used by major retail outlets to increase the efficiency of their marketing campaigns.

Venables Bell — Interactive Designer & Developer
San Francisco — Jan 2007–Jul 2010

Designed and developed interactive material for award-winning advertising agency. Improved production processes and gave technical trainings to increase efficiency.

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skills

Software

Figma
Sketch
InVision
Balsamiq
Abstract
Zeplin
Photoshop
Illustrator
InDesign

Technologies

HTM/CSS/JS
React Native

Concepts

Wireframing
Prototyping
A/B testing
User research
Usability testing
Design thinking
Data visualization