

PRODUCT DESIGN LEADER

Product design leader with 15+ years designing B2B SaaS, fintech, fundraising, and consumer products across mobile, web, and IoT. I have managed design teams and been the sole designer on a whole platform, so I work comfortably as a hands-on IC or a design leader. I set the craft bar across interaction design, visual design, and design systems, and partner with Product, Engineering, and executive leadership to shape product strategy. I work AI-first, shipping live prototypes with coding agents.

KEY SKILLS

- **Strategy & Craft:** Product strategy and roadmap influence, interaction patterns, visual execution, design system standards, user research, multi-surface product design.
- **Design Leadership:** Hiring, performance reviews, career growth, design critiques and team rituals, org design and scaling the design function, managing designers across product pods.
- **AI-Native Design:** AI-driven and agentic product experiences, coding agents, defining how design teams work with AI tools.

EXPERIENCE

Hometown.com, 06/2025–09/2026 (position eliminated in RIF)

SENIOR USER EXPERIENCE DESIGNER

- **Hired** as the sole designer to stand up the design discipline, owning product design across a multi-surface platform used by 7,000+ schools: ticketing, fundraising (SchoolFundr), a fan app, and a gate app.
- **Redesigned** event and schedule creation, replacing a complex legacy flow with a simpler process that reduced errors and earned positive results across every round of user testing.
- **Built** an AI-native workflow with Figma, Claude Code, GitHub, and Vercel, using coding agents to ship live prototypes for user testing without dev support.
- **Established** code as the design system's source of truth, using Claude Code to port the production UI repo into Figma and track drift between the library and shipped code.

Kybercel (side project), 05/2026–Current

FOUNDER

- **Designed** an agentic AI governance product that checks AI agent actions against human-defined rules before they execute.

SparkVault, 01/2023–03/2025

UX DESIGN CONSULTANT, OWNER

- **Designed** an AI-driven, agentic marketing platform for a digital agency client, automating how teams turn customer insight into outbound messaging.

Pura, 03/2023–10/2024

SENIOR MANAGER USER EXPERIENCE

- **Built** and led a team of five product designers across app, web, and e-commerce pods, owning hiring, performance reviews, and career growth; promoted from Head of UX Design to Senior Manager.
- **Led** a complete rebrand and usability redesign of the mobile app, delivering both in 6 months after the project had stalled for 2.5 years. NPS rose after launch.
- **Spearheaded** the design of an e-commerce site, smart home app, and IoT-device ecosystem during the growth that earned Pura recognition as the “*#1 fastest-growing tech company on Utah Business’ Fast 50 List for 2024.*”

Lendio, 03/2022-01/2023 (position eliminated in RIF)

USER EXPERIENCE DIRECTOR

- **Promoted** from Senior UX Designer to UX Director within eight months.
- **Mapped** and documented workflows that clarified complex solutions, enabling engineering teams to align and build seamless data integrations across banking, credit, payroll, and tax systems in a heavily regulated fintech environment.
- **Managed** two product designers, setting the craft bar and influencing the product roadmap with Product and Engineering leadership.
- **Owned** the design of a tax credit web application as the sole UX designer, generating \$3M+ in revenue in the first quarter.
- **Developed** and launched UX/UI for Lendio's flagship mobile app, leading product vision as part of the company's strategic tiger team.

The Church of Jesus Christ of Latter-Day Saints, 05/2016-03/2022

SENIOR UX DESIGNER, DESIGN LEAD

- **Led** a team of four product designers for two years, giving design critique and feedback and holding a consistent craft bar across products.
- **Designed** UX for eight products, collaborating with three Product Managers and eight developers, enhancing product usability and user satisfaction.
- **Supported** a 16M+ user base in 10+ languages for a global nonprofit by aligning UX design with business goals, research data, and user insights, improving global user experience.
- **Directed** UX for multi-variate (A/B) testing using Adobe Target to optimize user engagement, leading to improved user interaction and satisfaction.

StageBase (part-time contract), 08/2018-11/2021

PRINCIPAL UX DESIGNER

- **Built** the UX discipline from scratch and led the product design behind a \$1.5M pre-seed raise.

Central Washington University, 03/2010-05/2016

MANAGER OF DIGITAL CONTENT / UX

- **Orchestrated** UX design initiatives from concept to production for the university web platform, enterprise system, and native app, enhancing user engagement and accessibility.
- **Directed** the work of a 13-person cross-functional team of content specialists, developers, and two design interns, ensuring timely project delivery and quality output.
- **Redesigned** an outdated enterprise system and directed a team to streamline content migration, eliminating external contractor costs, saving \$1M, and improving efficiency.

SKILLS

User Research: User Interviews, Surveys, Usability Testing, Data Analysis

Leadership: Team Building, Hiring, Performance Reviews, Career Growth, Design Critique, Executive Storytelling

Methodologies: Design Thinking, Agile, Lean UX, Data-Driven Design

Accessibility: WCAG compliance, audits with Stark and WebAIM

Code: Working knowledge of HTML, CSS, JavaScript

Current Design Tools: Figma, Claude Code, v0, GitHub, Vercel, UserTesting, Stark, PostHog, Fullstory, Jira

EDUCATION

Central Washington University • Ellensburg, WA

- Bachelor of Fine Arts, Graphic Design
- Bachelor of Arts, Russian