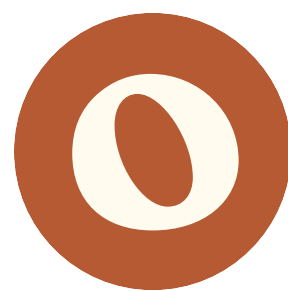




RELEVANT EXPERIENCE



Octave Health
Senior Product Designer

2022-present

- Led design for first self-serve booking experience, doubling conversion rates for new patients.
- Led design for patient and therapist dashboards.
- Regularly contributed incremental improvements to client onboarding, dashboard, and marketing code base.

- Built and maintained design system in Figma. Partnered with front end teams for 1:1 component library UI in Storybook.
- Facilitated design team growth with additional Senior Designer and Head of Design hires.
- Joined internal *Values Committee* to represent product team.



Moov Financial
Product Designer

2020-2022

- Designed zero-to-one MVP of dashboard (interface for customer-facing API).
- Introduced customer feedback loops to quickly iterate and incrementally improve the experience.

- Built and maintained design system in Figma. Partnered with front end teams for 1:1 component library UI in Storybook.
- Regularly contributed to code base for dashboard app (React), developer docs, and marketing site (Hugo).



TrueCoach
Product Designer, Design Lead

2017-2020

- First designer on founding team.
- Built CSS framework and design system in Figma.
- Established hiring process for additional designers.
- Introduced user research and analytics tools.

- Regularly contributed to code base (EmberJS, Rails, Swift).
- Shipped solutions to make coaches more effective & happy.
- Created “support pairing” sessions for continuous discovery with product/dev team.

EDUCATION

Leeds School of Business, University of Colorado
2003-2007
Major: Finance // Minor: Economics
GPA: 3.37

SKILLS

Design: Figma, ProtoPie, Webflow, Wireframing.
Development: HTML, CSS, JS, git, bash/zsh.
Research: Problem validation, analytics tools, journey mapping, personas, interviewing, usability testing.

INSPIRATION

People: Ash Maurya, Ben Horowitz, Brian Lovin, Chris Coyier, Don Norman, Luke Wroblewski, Jared Spool, Joel Califa, Mike Monteiro, Rob Fitzpatrick, Steve Schoger, Teresa Torres.
Other: A List Apart, Design Details, UX Collective.

ABOUT

- **Proud dad** to two amazing girls (1 and 3).
- **Self-taught** designer/engineer + lifelong learner.
- On-pause (but recovering) **travel addict**.
- Occasionally competitive **golfer** and **avid skier**..