

About Me

I am a versatile Senior Product Designer at Apple, specializing in UI/UX design, AI interaction design, and prototyping. Over my 8+ years at Apple, I have led design for AI-driven experiences across iOS, iPadOS, macOS, visionOS, and web — including as one of three designers on Apple's AI Support Assistant. I prototype rapidly in code using Claude Code and Xcode to build and validate fully interactive iOS experiences, and use it daily across both professional and personal projects.

Apple

2022 - Present

- **Senior Product Designer, AppleCare Digital**
 - One of three designers on Apple's AI Support Assistant, leading end-to-end UX for conversational AI features for iOS, defining interaction patterns, conversation flows, and interface design for one of Apple's only publicly shipped AI assistants.
 - Pioneer AI-native prototyping workflows using Claude Code to build fully interactive SwiftUI prototypes in Xcode, accelerating design iteration, reducing engineering alignment cycles, and enabling executive stakeholders buy-in for previously abstract concepts.
 - Designed end-to-end AI-powered support workflows across iOS, iPadOS, and visionOS, including complex multi-step diagnostic and resolution flows that guide customers from issue identification through repair or self-service resolution.
 - Produced high-fidelity comps, prototypes, and presentations to communicate design concepts and solutions to large groups and executive stakeholders.
 - Collaborated with cross-functional teams: engineering, research, product, and QA, to brainstorm, implement, and refine design solutions from conception through final implementation.

2018 - 2022

- **Product Designer, AppleCare Digital**
 - Led design of AppleCare for Business Essentials, Apple's enterprise device management and support subscription platform for SMBs, translating complex MDM workflows (device enrollment, Collections, Smart User Groups, repair routing) into intuitive interfaces across web, iOS, MacOS, and iPadOS.
 - Designed Onsite Service for the Apple Support App, streamlining a multi-step enterprise support workflow, from issue triage to technician dispatch, into a seamless mobile experience for business customers.
 - Developed and maintained comprehensive design systems from the ground up, ensuring consistency and scalability across multiple projects and platforms, significantly improving team efficiency.
 - Simplified complex enterprise workflows into user-friendly interfaces, improving productivity and usability for business administrators and employees managing fleets of Apple devices.

UC Berkeley Extension

Teaching Assistant: 2019
Mentor: 2018, 2020, 2021, 2022, 2024

- **Teaching Assistant & Mentor, UI Design**
 - Facilitated instruction and mentorship for a diverse group of 25 students, imparting fundamental principles of UI/UX design.
 - Delivered guest lectures on "Intro to Prototyping," equipping students with essential skills in prototyping using industry-standard tools such as Sketch, Principle, and After Effects.
 - Played a vital role in guiding students' progress by reviewing and offering constructive feedback on their final group projects, fostering their growth and development.
 - Conducted follow-up mentor sessions, conducting thorough portfolio reviews and providing tailored guidance for job interview preparation, ensuring students were well-prepared for the next steps in their career journeys.

Hero Digital

2017 - 2018

- **UX Designer, Vendor at Apple**
 - Spearheaded design research, analysis, and conceptualization efforts as a full-time vendor at Apple, specifically focused on enhancing the design of Apple Support's online articles. Proactively identified opportunities to implement reusable content and leverage machine learning technologies across various channels.
 - Fostered seamless collaboration with cross-functional partners to establish and maintain a robust internal design system. This initiative facilitated the creation of reusable components, empowering design and engineering teams to deliver high-quality work with efficiency and consistency.
 - Leveraged prototyping techniques to bring designs to life and showcase interactive experiences, effectively communicating design decisions and validating that customer needs were met or exceeded.

Eden

2015 - 2017

- **Lead Designer**
 - Led end-to-end design and delivery of customer-facing and internal tools across multiple channels (web, mobile, iOS, Android), driving seamless experiences from initial ideation to final implementation.
 - Engineered a highly successful cross-team design system that revolutionized hand-off processes and accelerated development time for engineers.
 - Played a key role in Eden, a Y-Combinator-backed startup, helping secure \$10 million in Series A funding. In two years, Eden became a fully functional, diverse office management and services software company, ready for national expansion.

Education

University of California, Davis
B.A. Design, Visual Communications
International Relations, Minor