

Profile

Design leader specializing in Design Systems and Operations that scale design impact across complex product ecosystems.

I build environments where designers and engineers deliver with clarity, consistency, and confidence — combining process, tooling, and people strategy to reduce friction and elevate craft. Currently leading the 1X Design System at Medidata, enabling a 50-person design org through systemized workflows, scalable documentation, and AI-assisted efficiency.

Core Expertise

Design Systems Strategy • DesignOps • Cross-Functional Leadership • Figma + Code Connect + MCP • Documentation & Process Design • AI Workflow Integration • Zeroheight • Beta Release Management • Design Token Architecture • Metrics & Adoption Analytics • Data Visualization

Highlights

- Scaled and matured three enterprise-grade design systems.
- Drove 30–50 % efficiency gains through process automation and AI documentation pipelines.
- Built cross-functional governance models adopted by product and engineering leadership.
- Recognized for bridging design craft, operational rigor, and technical depth.

Education

BSc, Design & Technology
University of Bradford (UK)

Tools

Figma
Code Connect + MCP
Zeroheight
Storybook
Chromatic
Notion
Jira
HTML / CSS
React
Git

Professional Experience

Director, Design Operations & Systems — Medidata

2023 – Present, Remote (UK / US)

- Lead the 1X Design System, supporting 50 designers across multiple product areas.
- Defined the system health model — integrating contribution processes, documentation pipelines, and tooling for long-term maintainability.
- Partnered with engineering to establish Code Connect and MCP servers, connecting Figma designs to production components and enabling designers to ship with confidence.
- Introduced beta-release gating to minimize production-breaking changes, aligning DS and platform engineers on versioning governance.
- Built Zeroheight analytics + custom scripts to track adoption, component usage, and change impact.
- Championed AI-assisted documentation workflows, reducing manual release effort by 50 % and increasing component findability by 30 %.
- Guided organizational design-system maturity — from tactical asset libraries to a holistic design-as-a-service model encompassing people, tools, and process.

Head of Product Design — Jeli .io (acquired by PagerDuty)

2020 – 2023

- Founding design leader; defined product vision and UX strategy for an incident-analysis platform.
- Created Jeli's first design system, accelerating feature delivery and ensuring visual and interaction consistency.
- Translated research findings into actionable product insights, helping secure a six-figure enterprise contract within the first year.
- Developed data-visualization patterns that enabled customers to interpret complex incident data quickly.

Head of Product Design: AppOptics — SolarWinds

2015 – 2019

- Led the design for SolarWinds' first in-house SaaS product.
- Built a version-controlled design-system foundation and reusable component library shared across teams.
- Mentored a hybrid remote/on-site team, doubling the Cloud Design Team within two years.
- Introduced design-tailored Jira workflows to synchronize product, engineering, and design.

Co-Founder & Head of Product Design — Librato (acquired by SolarWinds)

2010 – 2015

- Shaped UX and product strategy for a SaaS metrics/monitoring platform used by developers and ops teams.
- Designed advanced dashboards and visualizations enabling data storytelling at scale.
- Established an early remote design culture emphasizing transparency and inclusivity.