



# PRINCIPAL PRODUCT DESIGNER & DESIGN TECHNOLOGIST

## EXPERIENCE

2025

### Amazon Prime Video Product Design Consultant And Technologist

Design consultant for Amazon Prime Video’s living room apps (tvOS, Fire TV, etc.), mobile apps, and macOS app.

- Led design of gen AI features for the living room experience, built a native tvOS prototype, and presented demos for an exploration of AI concepts and new navigation approaches available in Apple’s Liquid Glass UI system.
- Produced animations and motion design system specs to clear bottlenecks and accelerate releases of new high-priority features: multi-view streaming, quick clips, immersive title detail views, augmented content, and trivia.
- Experimented with gen AI tools for improving design workflows.
- Provided designs for an update of the app’s global navigation.
- Provided design guidance for adaptation of Prime Video for Amazon’s new media device operating system, Vega.

2024 - CURRENT

### Interaction Arts & Engineering Principal

IA&E is my solo design practice for working with clients who are developing emerging tech products, exploring trends in interaction design, and producing immersive experiences. Projects I’ve completed so far are:

- Animation and 3D production for STMicroelectronics’ 2025 Consumer Electronics Show exhibition.
- VFX production for gaming studio’s VR title.
- A visionOS spatial computing prototype.

2022 - 2024

### Intuit Principal Product Designer, XR

The design leader for the Technology Futures group’s spatial computing experiments and app development. Developed strategy and led design—delivered research, concepts, designs, prototypes, user testing, and results presentations—for spatial computing and gen AI projects including:

- A VR co-presence tax preparation app for Meta Quest devices (Unity, Oculus SDKs for voice and VR interactions, Normcore for multiplayer).
- A mixed-reality cash flow analysis app (Unity, Oculus SDKs for voice and VR interactions, custom gen AI package for financial analysis).
- Gen AI tools and services development for financial analysis.
- An Apple Vision Pro evaluation project for the executive leadership team.

2022

### Omnicom Experiential Group: GMR Marketing Immersive Art Director, Experience Technology

Conceptualized, designed, and delivered a variety of immersive experiences: VR, AR, stadium-sized LED video displays, interactive digital installations, and mobile games. Client accounts were Humana, Nissan, Xfinity, and IBM.

2021

### Paramount: Pluto TV Senior Product Designer

- Lead designer for successful releases of a new content discovery view, a major update to search, a new Kid’s Mode feature, and maintenance updates to Smart TV and game console versions of the service.
- Lead designer and prototyper for a VR adaptation of the service.

## SUMMARY

A design leader that weaves together design, engineering, and business thinking to lead cross-functional teams through the process of building human-friendly products at the frontiers of tech innovation.

I’ve provided end-to-end design leadership for emerging tech products in AI, streaming TV, spatial computing/XR, fintech, crypto, wearables, and immersive experiences for brands like Amazon, Intuit, Paramount, Google, Ford, and the NBA.

## PRIMARY TOOLS AND LANGUAGES

Adobe CC: After Effects, Premiere, Illustrator, Photoshop

Figma, Webflow, Rive, Spline, Bezi

Cursor, Claude, Pencil, Xcode, Unity, Unreal, Blender, Houdini

C#, SwiftUI, Python, HTML And CSS

## AWARDS AND RECOGNITION

Oculus Launch Pad 2020 Fellow:  
One of 100 professionals selected for program that supported XR creatives.

FWA “Mobile Site of the Day” for Target’s HOLIDAY ODYSSEY.

FWA “Site of the Day” for Fox’s GOTHAM.

Oppenheim, Target, and Parenting Magazine awards for Mattel’s “Barbie Photo Fashion” toy.

## EDUCATION

Masters of Business Administration  
Babson College

User Experience Design  
General Assembly

Technical Artist  
ELVTR

XR Development With Unity  
Circuit Stream



## PRINCIPAL PRODUCT DESIGNER & DESIGN TECHNOLOGIST

### EXPERIENCE (CONTINUED)

2016 - 2021

#### Product Design Consultant

**Client:** [Amazon - Alexa](#)

Developed and tested "Northstar" product concepts for delivering Alexa's VUI features to a range of IoT and wearable devices. Designed and shipped the first implementation of Alexa VUI for Fossil's smartwatches.

**Client:** [Wonda VR](#)

Developed a new product concept and set of features for co-presence and immersive presentation in VR.

**Client:** [Merlyn Mind](#)

Delivered research and design projects for the Voice AI EdTech startup to support a beta pilot release.

**Client:** [ConsenSys](#)

Delivered multiple product research and design projects for ConsenSys' cryptocurrency exchange venture, Liquidity.

**Client:** [BCG Digital Ventures](#)

Joined the BCG DV team for a product innovation sprint where I designed product concepts (autonomous retail, contactless payment, blockchain payment management, and big-data-driven retail) for Hyundai Card.

**Client:** [BCG Digital Ventures](#)

Lead designer for an idea validation sprint where I helped test, validate, and refine new product/service concepts for a new investment round into Autogravity, a portfolio company with Digital Ventures, Daimler, and Volkswagen as lead investors.

**Agency:** [Hook](#)

Lead designer for a Google Cloud microsite and game experience to accompany an experiential for the 2019 Google Next conference.

**Client:** [Akili Interactive](#)

Visual and UX design for a mobile app and companion web app designed to help parents and teachers manage ADHD treatment plans.

**Client:** [Athletigen](#)

Led creative development and design of mobile and web apps that provided elite athletes and their coaches with sports performance genetic analysis and tools for managing recovery cycles and training regimens.

**Client:** [AEG Entertainment](#)

Worked with various AEG brands—AXS, Goldenvoice, and Flashseats—to redesign mobile ticketing apps and develop new features for NBA teams.

**Agency:** [Green Stone](#)

Experience design lead for Target, Xbox, and GEICO web apps. Experience design lead for Verizon and Memery mobile apps.

**Agency:** [Iconmobile](#)

Lead experience designer (UX, visual, and motion design) for Ford's beacon-enabled dealership shopping apps and on-site shopping tools. Lead experience designer for P&G's (Clairol, Vidal Sassoon) augmented reality hair coloring mobile app.

**Agency:** [Ignition Creative](#)

Researched, planned, and designed responsive web apps and games for The SyFy Network, Paramount Pictures, AMC, and Fox Broadcasting.