

**Contact Information**

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**Education**

Academy of Arts, Science, and  
Technology (2008-2010)

**Skills**

- 0→1 Product Design & UX Strategy
- Design Systems (Tokens, Components, Cross-Platform Scaling)
- AI Interaction Design (Prompt UX, Human-in-the-Loop Systems)
- Experimentation, A/B Testing & Iterative Design
- Cross-functional & Team Leadership
- Marketplace & Platform Design
- Responsive & Multi-Surface UX Architecture

**Professional Summary**

UX Lead with 15+ years of experience designing and scaling digital products across startups and enterprise organizations. Specialized in 0→1 product development, AI-driven interaction design, and design systems at scale. Proven track record of leading teams, driving product strategy, and iterating on complex systems to deliver measurable outcomes.

**Work Experience**

Averi (New York City)

Lead UX Designer (2025–2026)

- Partnered with founders Zack and Ben Holland to drive product roadmap decisions
- Led UX design from 0→1, defining product foundation and long-term UX strategy for an AI-driven marketing and talent platform
- Managed and mentored 2 designers, leading execution of Averi 3.0
- Transformed product from a talent marketplace into an AI-first platform, enabling:
  - Data querying and strategic insight generation
  - Led A/B testing strategy for onboarding, identifying friction points and optimizing flows
  - AI-assisted content creation
  - Intelligent talent discovery and hiring

Banter (Remote / New York City)

Product Designer (2021–2022)

- Designed features across Web and iOS, including asynchronous messaging
- Built a cross-platform design system
- Led market research and competitive positioning
- Influenced roadmap to include auto-translation and captioning, driving:
  - +30% engagement increase
- Designed sharing and group features contributing to growth

Scout (Remote) (Now part of StockX)

Head of Design (2020–2021)

- Led product and brand design across platforms
- Built a responsive design system improving mobile usability
- Led mobile app redesign, increasing adoption
- Created Email Hub, improving reseller workflows and real-time awareness
- Introduced global search for improved navigation
- Explored NFT/Web3 opportunities with NBA TopShot, collaboration with Lavar Ball

Stackla (San Francisco, CA)

Product & Marketing Designer (2019)

- Introduced modular design systems across marketing
- Led cross-functional prototyping (design + engineering)
- Designed landing pages for market validation and brand perception insights
- Built reusable front-end components with engineering
- Improved admin panel usability

Atlassian (San Francisco, CA)

Interactive Brand Designer (2018)

- Contributed to Atlassian Design Guidelines (ADG 3)
- Built tokens and reusable components
- Partnered with engineering on system constraints