

PROFILE

Product designer, design engineer, and leader building AI-native experiences and the systems that support them. Combines hands-on architecture and prototyping with product strategy, customer research, and cross-functional leadership. Partners with founders and leads teams from discovery through launch, with additional depth in brand and creative direction.

EXPERIENCE

2024 - Present

Adia Health

- Team Leadership
- Product Strategy
- Customer Research
- AI-native Workflows
- Generative UI
- CLI Prototyping Tools
- Design Systems
- Cross-harness SDLC
- EMR Apps
- Mobile Apps
- Consoles & Dashboards

Head of Product and Design

Head of Product and Design, 2025 - Present; previously Senior Director, Design

- Co-led and authored Adia’s AI vision and implementation across the organization and product surfaces.
- Architected and built a custom stack of design systems, UI kits, and prototyping tools supporting generative design and UI workflows across CLI agents, Claude/Codex, JavaScript harnesses, MCP integrations, and JSON-based rendering standards.
- Organized ontologies, registries, and libraries using progressive context disclosure to support agent harnesses within context-window constraints.
- Led rollout of a shared SDLC harness and two-way prototyping workflows across CLI, Figma, and development, distributing tooling through plugins and MCP integrations.
- Led a global team through the 1.0 launch and initial client onboarding waves, with lab recommendation usage scaling to several thousand sessions per day.
- Managed four senior direct reports across design, product, and engineering; facilitated shared priorities and implemented a pod-based team structure.
- Established recurring doctor feedback conversations and prototype reviews, supported by release walkthroughs and centralized issue triage.
- Q2 2025 1.0 covered Labs Recommendation, Differential Diagnosis, onboarding, support, payments, claims management, and EMR integrations. Lab sessions identify tests to confirm/rule out possible patient diagnoses, with test order/priority adjusted for policy restrictions.
- Direct reports: design/product leaders and two engineering managers; broader group: approximately 20 engineers, three designers, two product managers.
- Designed/delivered Adia iOS app, Copilot, Management UI, design systems/prototyping tools, brand design, and investor/sales materials.
- Created context-driven SDLC across product, design, engineering, customer success, and growth; captured intent/domain knowledge through day-one functional prototypes.
- Led Carbon Health integration planning and product/engineering coordination, including deadlines, rollout plans, and communications. Participated in acquisition work sessions/evaluation reviews and venture-round strategy/diligence.
- With the team, introduced draft/approved/submitted order states and grace periods before committed submission. Providers prepared weekly visits/orders, then closed out later.
- Reimagining the EMR-embedded lab-ordering copilot for patient/visit-specific agentic decisions and deeper inquiry; the experience and 2.0 recommendation system remain in development/testing.

EXPERIENCE CONTINUED

2023 - 2024

Apple

- Product Strategy

Design Vision

Eng Roadmap

Design Systems

System Architecture

Alignment & Leadership

Enterprise Design Systems Leadership

Contract engagement | Jun 2023 - Jan 2024

- Led future product vision work grounded in existing software and departmental context. With cross-team stakeholders, articulated a vision for 20+ applications to share ontologies, visual/verbal UI components, and a platform entry experience.
- Led design-system work to unify competing libraries, from components to application shells, with shared workflow models and cross-application interaction standards aligned with macOS/iOS conventions.
- Facilitated cross-department planning and working sessions to build shared ownership of internal software.

2023

Nelson

Interim Head of Design

- Directed product design for management, booking, dashboards, and marketing applications; built design systems for web and native experiences.

2022 - 2023

Preem

Interim Head of Design

- Led design, product, and brand as an executive leadership team member, spanning research, UX, global design systems, and contributions to board and fundraising activities.

2019 - 2022

Eko

- 0-1 Product Work

Hardware Design

Strategic Partnerships

Customer Research

Product Validation

D2C Platform

Brand Design

Activation & Campaigns

Head of Design

Head of Design, 2021 - 2022; previously Design Lead / CD and Design Leader & Creative Director

- Led 0-1 design of the Eko for Education iOS app; with the team, simplified interaction flows and introduced chapter/module completion rewards.
- Helped translate DUO/CORE provider learning into CORE 500 priorities: a familiar stethoscope form for intuitive use, discreet signals within provider workflows, and consultations centered on patients without phones. Y Studios completed industrial design.
- Helped build D2C from the initial storefront through acquisition, email capture, lifecycle marketing, and seasonal playbooks, connecting long-term brand/content strategy with direct response. Led architecture and launch of the headless commerce platform integrating Webflow, Shopify, Klaviyo, and analytics.
- Developed scoring for 12 agencies across strategy, research, design, budget tiers, and cultural fit, aggregating 1-5 criterion ratings; led introductions, interviews, and selection of Mucho for foundational brand strategy/design.
- Led product/brand creative direction, commissioning agencies, photographers, and producers for premium product imagery and seasonal campaigns.
- Collaborated with FIGS on co-branding standards, color stories, packaging, and verbal expression for the FIGS-Eko partnership.

EXPERIENCE CONTINUED

2017 - 2020

Consulting

Design IC / Leader

Beyond: Jul 2019 - Feb 2020; YML: Mar - Sep 2019; Edelman: Jan - May 2017

- Google (via Beyond): Directed design for the Google for Games launch.
- Facebook (via Beyond)
- L'Oréal USA (via YML): Designed and launched SalonCentric, an iOS and Android app for salon owners.
- Emerson Collective (via Edelman): Led the digital team for its brand and website launch.

2007 - 2017

R/GA

- Brand Leadership
- Product Leadership
- Talent Council
- Agency Pitch Teams
- Design Systems
- Mobile-first Web
- Social-first Campaigns
- Campaign Platforms
- Nike
- Samsung
- Mastercard
- Walmart
- AARP
- Subaru

Creative Director, Product Design

Progressed from Design Director to Associate Creative Director to Creative Director

- Led an approximately 20-person team to launch the Samsung US website redesign, collaborating with Samsung's CMO/CCO, brand teams, and Turner Duckworth. Established design systems and review processes to coordinate product and campaign work.
- Led the NIKEiD design team for the 2014 launch: web and mobile-first customization, sneaker-community sharing and collaboration, and connections to the store ecosystem.
- Led Nike product and creative teams on brand launches combining interactive product experiences and social activations; planned photoshoots and seasonal campaigns. Portfolio included NikeWomen, NikeRunning, and NikeShop, with UX and product design team leadership for Nike Women.
- Partnered with AARP to launch Life Reimagined, a digital coaching platform helping people explore their passions, values, and careers.
- Led multidisciplinary design and creative teams across New York and global accounts, including Mastercard, ESPN, Walmart, and Subaru.

FOUNDER EXPERIENCE

Founded Q4 2023

Maison

maison.cx

Co-founder, Leading Design & AI Product

Designed and built a customizable embedded chatbot with inline administration, client onboarding, admin dashboards, and email reporting for hotel operators. A bootstrapped venture.

Live since 2022

Iloomi

iloomi.com

Co-founder, Leading Product Design

Owned product experience, conversational UI, core features, brand/marketing for a storytelling platform originally built with GPT-3/GPT-3.5. With the team, developed WYSIWYG/chat modes, story navigation and micro/macro editing. Prototyped mobile story authoring with LLM-derived section updates and chapter/app-concept drill-downs; that workflow is live and fully implemented.

2018

Sublime Heroics

sublimeheroics.com

Founder & Designer

Founded and designed an athletic apparel brand for cyclists and runners.

PRIOR EXPERIENCES

Design/development roles at Big Spaceship, Syrup, Transistor Studios, Parsons, MOB, Great Works, Razorfish, and Head New Media. New York/London, 1998 - 2007.

At PIIM (Parsons Institute of Information Mapping), led technical architecture/implementation and a small design/engineering team on an interactive Electoral College data visualization app. Developed a map/chart component framework; led weekly all hands and huddles for adaptive triage and incremental progress.

SPECIALTIES

LEADERSHIP

Product strategy, cross-functional alignment, organizational design, founder partnership, stakeholder facilitation.

DESIGN ENGINEERING

AI prototyping, agent tooling, component context, MCP integrations, prototype deployment, data-visualization frameworks.

BRAND AND CREATIVE

Brand strategy, agency evaluation, creative direction, campaign and product-image production, lifecycle marketing.

PRODUCT SYSTEMS

Enterprise design systems, workflow models, conversational interfaces, clinical product experiences.

EDUCATION

1993 - 1997

Polytechnic University, Finland

Engineering & CS