

Product Designer focused on AI-powered enterprise workflows, reporting systems, and automation tools.

EXPERIENCE

Product Designer, Meta

Menlo Park, May 2025 - Present

Designed MAIBA's agentic A/B test setup experience in Ads Manager, helping advertisers turn recommendations into completed experiments through guided setup, pre-filled defaults, and simplified decision points.

Used funnel analysis to define the MVP opportunity, targeting an **11.8-point** recommendation-to-test completion gap in a workflow tied to revenue lift and higher 14-day active usage.

Defined reporting storylines, content hierarchy, and export logic from Lift pages to PPT, helping teams turn complex data into client-ready presentations across **2,700+ monthly clients**, saving **7,500+ productivity hours** and supporting **\$50M+** in quarterly revenue opportunities.

UX Designer, Tesla

Fremont, Nov 2023 - Jun 2024

Designed Tesla One Install's location submission experience, enabling **15,000+ installers** to capture precise Supercharger coordinates and submit required data for U.S. clean-energy fuel credit programs.

Streamlined location capture, validation, and submission workflows, reducing daily installation and commissioning time from **5 hours to 1 hour** and supporting **\$80M+** in 2024 fuel-credit revenue.

Redesigned Tesla's enterprise form builder with the Tesla Design System, improving **usability by 80%** and **form-filling efficiency by 35%** across 800+ forms and 4,000+ daily submissions.

Founding Product Designer, Rexpand

Remote, May 2022 - Oct 2023, Jul 2024 - May 2025

Led product strategy and end-to-end design for [Tuilink](#), an AI-powered referral platform that helps job seekers move from cold applications to targeted referral outreach.

Owned the roadmap as both PM and product designer, partnering with 7 engineers to ship web, mobile, internal tools, and a LinkedIn Chrome Extension for job importing and referral workflows.

Built the brand, design system, and core AI referral workflows from scratch, supporting **8,000+ monthly users**, a **20-30% positive referrer response rate**, and **\$1M+ in seed funding**.

EDUCATION

Carnegie Mellon University

Pittsburgh, Aug 21 - May 23

M.Des Design for Interaction

Minor: Human-Computer Interaction

Royal College of Art

London, Aug 18 - Feb 19

Major: Global Innovation

Design

Imperial College London

London, Aug 18 - Feb 19

Major: Design Engineering

AWARDS

Project PIA

[Red Dot Award](#), [iF Design Award](#), [DIA Winner](#), [Core77 Notable Prize](#), [HCII Gold Award](#)

Project Beyond

[Core77 Winner](#), [Muse Platinum Award](#), [NY Product Design Award](#)

Project Orbit

[San Francisco Design Week Winner](#), [IxDA](#)

SKILLS

Product Design

Enterprise UX, AI-powered Workflows, B2B SaaS, Data Reporting, Workflow Automation, Interaction Design, Design Systems, Accessibility, Mobile & Web Design

Research & Strategy

User Interviews, Usability Testing, Journey Mapping, Workshop Facilitation, MVP Definition, Product Strategy

AI & Prototyping

Figma Make, Cursor, VS Code, Claude Code, Manus, ChatGPT

Collaboration

PM/Engineering Partnership, Stakeholder Alignment, Executive Storytelling, Cross-functional Workshops