

Multidisciplinary and collaborative product designer with 13+ years of experience shipping digital products used by millions of people. Led design across **HashiCorp**, **Accurics**, **Johnson & Johnson**, **Next Trucking**, and many enterprises and startups.

Design skills

- ✓ User interface (UI)
- ✓ User experience (UX)
- ✓ Design thinking
- ✓ Design systems
- ✓ Prototyping
- ✓ Information architecture
- ✓ User journeys
- ✓ Mixed methods user research

Other skills

- ✓ Analytics
- ✓ Business strategy
- ✓ Cross-functional collaboration
- ✓ Holistic thinking
- ✓ Presenting
- ✓ Product experimentation
- ✓ Workshop facilitation
- ✓ Storytelling

Domain experience

- ✓ AI (generative, LLMs)
- ✓ DevOps
- ✓ Consumer
- ✓ eCommerce
- ✓ Enterprise
- ✓ Healthcare
- ✓ Logistics
- ✓ Marketplaces
- ✓ Social

Platform experience

- ✓ Desktop
- ✓ Command-line interface (CLI)
- ✓ Mobile (iOS + Android)
- ✓ Web

Project spotlights**Enterprise log analysis tool**

B2B / Web / 0-to-1

- Designed and shipped a web-based log analysis tool for HashiCorp Vault, a secrets management platform.
- Collaborated across teams with PMs, engineers, sales, customer success, GTM, and design.
- Conducted mixed-methods user research to validate the problem space and solution.
- Contributed to product strategy, go-to-market, established KPIs, and delivered end-to-end designs.
- Vault was pivotal to HashiCorp's \$500+ million in revenue in 2023.

Logistics marketplace

B2C, B2B / Mobile, Web

- Re-designed an existing multi-platform logistics marketplace for Next Trucking, a venture-backed startup.
- Collaborated with co-founders, PMs, and engineers.
- Conducted mixed-methods user research to understand the legacy designs better.
- Re-designed the shipper web app UX, including sign-up, onboarding, shipments, payments & notifications.
- Re-designed the trucker mobile app UX, including sign-up, onboarding, deliveries, payment & notifications.
- Next Trucking has made \$123 million in revenue to date.

Fantasy sports app

B2C / Mobile / 0-to-1

- Co-founded and shipped Wild GOAT, a sports fantasy startup with two technical co-founders.
- Owned the flagship mobile app's roadmap, design, user research, user activation, strategy, and vision.
- Designed the end-user mobile app UX, including sign-up, onboarding, game feed, betting, and payments.

Work experience**Product Design Consultant**

Freelance

Aug 2023 to Current
San Francisco, CA

Currently working as a product design consultant with a wide range of early-stage startups and founders.

- Designing v2 of a generative AI web app that helps SMBs generate images and copy for online ads.
- Designing v1 of a generative AI mobile app that helps sports fans watch personalized highlights.
- Designing v1 of a multi-modal AI chrome extension that guides developers through browser workflows.

Senior Product Designer

HashiCorp

Apr 2022 to Aug 2023
San Francisco, CA

Senior product designer on Vault, an enterprise tool by HashiCorp used by millions of DevOps folks across tens of thousands of startups and Fortune 500 enterprises.

- Reported to the director of design and collaborated with other designers across the org.
- Designed and shipped a log analysis tool, in-app alerts, and an on-premise-to-cloud connector.
- Contributed multiple design components to a multi-product design system: data filter and page layouts.
- Worked with senior Vault leadership to map out a design strategy that aligned with the product roadmap.
- Worked with design operations to implement a design critique program that improved collaboration across design.

Work experience (continued...)

Lead Product Designer

Intuitive Surgical

Mar 2022 to Apr 2022

Mountain View, CA

- Led a short-term user research project to explore problem areas for surgeons post-surgery and potential solutions.

Co-founder, CPO

Wild GOAT

Sep 2021 to Mar 2022

San Jose, CA

- Led product and design for the first-of-its-kind live sports betting mobile platform.
- Leveraged the lean startup methodology to iterate through various betting experiences to help the everyday sports fan place wagers on critical moments during live sporting events.
- Unable to work through the legal challenges of running a gambling venture led to the app shutting down.

Founding Product Designer

Accurics

May 2020 to Aug 2021

Palo Alto, CA

- Led end-to-end design as the founder designer for Accurics, a B2B Series A startup.
- Facilitated continuous cross-functional collaboration between design and other critical departments to ensure alignment on complex and impactful projects.
- Worked closely with the CPO, the engineering team, and other roles on the flagship cloud-native security platform that allowed CISOs to scan their infrastructure for a wide range of security and compliance use cases.
- Designed and implemented the first design system while collaborating with front-end engineers.
- Accurics was acquired by Tenable for \$160 million in 2021.

Principal Product Designer

Responsive

Jan 2013 to May 2020

Los Gatos, CA

Principal product designer at this full-service design studio. Worked with many well-funded startups and enterprises across various domains to ship both mobile and web products. The nature of the projects included everything from launching new digital experiences to improving existing ones. A few of the companies included:

- Next Trucking
- Layered Insight
- Outcome Chains
- Johnson & Johnson
- Sixense

Tools

✍ Adobe Creative Suite ✍ Figma ✍ Google Suite ✍ Jira ✍ Pendo ✍ Proto.io ✍ Slack ✍ WalkMe

Education

UX Certificate

Nielsen Norman Group

Product Psychology Masterclass

Humane.Design

Computer Science

San Jose State University