

Profile

Creative Director and Director level Product Designer with ~15 years of experience leading digital and physical design teams. Mastery in AI implementation, Design Operations excellence, UX and Product Design, brand building, and user research.

Experience	Director . UX & Creative Experis 2025–current	Direct end-to-end UX strategy, scaling multiple teams to deliver cutting-edge creative tools. Drive product innovation through the strategic implementation of advanced AI, transforming complex requirements into intuitive, industry-leading applications.
	Sr. Product Designer Divisions MG 2024–2025	Lead UX and product design for facility management tools. I simplify complex workflows into intuitive UIs and collaborate closely with product and engineering to ship features aligned with company goals.
	Creative Director Cruz Foam 2018–2024	Directed brand and product design at a sustainable packaging startup. Built the in-house team, led creative strategy, and launched award-winning design work that supported \$35M in fundraising and team growth.
	Sr. Designer Tesla 2012–2018	Senior Designer with a focus on functional, future facing product design. Helped drive high-impact visual systems and product solutions that aligned with fast paced innovation at scale.
	Founder / Owner Timber 2017–current	Founded a sustainable surf brand and led all design efforts—from product and branding to e-commerce and marketing. Built a purpose-driven DTC brand with global media coverage and a loyal following.
	Sr. Designer (contract) Orange Charger 2018	Redesigned branding and built a standout trade show booth. Delivered cohesive visual systems and elevated the company’s partner and investor presence.
	Design Advisor FINDS.ai 2024–current	Helped shape early product direction through investor decks and interactive Figma prototypes. Supported UX and branding to strengthen fundraising and user traction.

Awards

Time Magazine
Fast Company
Penta Awards

Invention of the year - Cruz Foam: 2023
Most innovative companies of the year - Cruz Foam: 2024
Shortlist and bronze medal winner - Cruz Foam: 2023

Education

University of Oregon
BS, product design & material studies
2006–2012

Skills	Tools	Product / Strategy	Creative	Other
	Figma Webflow Adobe CC HTML (basic) Keyshot Atlassian	Design leadership Agile product dev Design thinking User research Creative direction Full product vision	Art direction Brand ID Designsystems UI/UX design Motion graphics Design strategy	3D rendering Color theory Visual systems Team mentorship Presentation design