



SUMMARY

Design executive with 12+ years of experience building and scaling product design organizations at high-growth technology companies. Proven track record of growing teams, driving large-scale platform transformations, and partnering with C-suite leadership to connect design strategy to business outcomes. Recognized as Amplitude's 2025 Best Product Design Leader. Committed to building inclusive design cultures and pioneering AI-powered product experiences..

SKILLS & EXPERTISE

Generative AI Experiences · Platform Strategy · Cross-functional Leadership · Operations · Organizational Design · Mentorship & Coaching

EXPERIENCE

LinkedIn

Director, Product Design

Mountain View, CA

July 2017 - May 2025

- Scaled the design organization from 6 to 26 designers across 5 locations (San Francisco, Mountain View, New York, Tel Aviv, Remote) in a 600+ person R&D org distributed from New York to Bangalore, building a structured recruiting pipeline, competency model, and onboarding program.
- Designed and implemented a pod-based operating model that replaced quarterly project rotations, reducing concept-to-build timelines from 6–9 months to within-quarter delivery.
- Led the transformation of LinkedIn Campaign Manager from a legacy Web 2.0 platform to a modern, self-serve advertising tool connecting businesses to 1B+ members — supporting revenue growth from \$500M to \$5B+.
- Advised the launch of LinkedIn's first AI-assisted campaign marketing tool, shaping design strategy for enterprise AI experiences and elevating design-forward thinking across product and engineering that helped create a +6.5% impact in revenue.
- Built vision narratives that communicated design's strategic value to VP and C-level leadership, securing headcount, budget, and executive alignment for multi-quarter initiatives.
- Introduced value-driven prioritization using shared language with product and engineering, enabling capacity planning tied to organizational initiatives and empowering managers to own planning decisions.

Base CRM (acquired by Zendesk)

Manager, User Experience Design

Palo Alto, CA

August 2013 - July 2017

- Relocated to Silicon Valley from Chicago as the sole designer and built the design organization from scratch — hiring, principles, process, tooling, and distributed operations with an engineering team in Kraków, Poland (9-hour time difference).
- Scaled the team from 1 to 5 designers by building a talent brand through Dribbble, Medium, and college campus recruiting in a market where the company had zero name recognition.
- Established design principles that transformed feedback culture from subjective opinion to constructive, principle-grounded critique.
- Led evaluation and purchase of InVision enterprise license — one of the largest product-side investments — replacing a broken Photoshop-to-Dropbox workflow and dramatically accelerating design-engineering handoffs.
- Partnered directly with the CEO on design-led concept proposals that won multiple \$1M+ ARR enterprise deals, demonstrating design as a revenue driver.
- Built a design system with 60+ components and a data-driven design framework (Data → Insights → Recommendations) that became the product's UX backbone.

EDUCATION

University of Iowa
Bachelor of Fine Arts

Iowa City, IA

August 2005 - December 2009

HONORS & AWARDS

- Amplitude Product 50: Best Product Design Leader, 2025
- ADPList Global Mentor — Mentoring designers at all levels on portfolio reviews, career strategy, and leadership growth

SPEAKING & THOUGHT LEADERSHIP

Figma Config (2022) · Smashing Conference (2022, 2023, 2024) · ConveyUX (2025) · Design Matters Tokyo (2025)