

## EXPERIENCE

### **Mindstrong Health • Product Design Lead** (2018 - Present)

- Leading and executing end-to-end product and experience design for people with serious mental illnesses (SMI) and internal clinical care teams.

### **Post Series C: Growth & Engagement**

- Upholding best-in-class UX for SMI patients, spearheaded redesign of top-of-funnel experiences for user growth, doubling user base within one quarter, and reducing burden for white-glove member enrollment by 50%.
- Uncovered and solved for unmet needs in patient communications (async/sync, scheduling), enabling clinical services to scale and improving value to members.

### **Series A-C: Foundation**

- Created the foundations of the Mindstrong member app and clinical web app.
- Recruited, built a design team, managing and mentoring junior designers
- Improved therapy efficiency (digitization of records, data analysis) and patient outcomes for key partners, helping to secure B2B deals (+\$8M/yr) and unlocking new partnerships. Work featured in NY Times.
- Forged relationships across Product and Engineering, elevating Design at Mindstrong as an equal partner in the product development process.
- Established new design and research processes, tools and design system, socializing and promoting best practices across functional teams.

### **BioRender • Product Designer** (2017; Contract)

- Enabled company to get into Y-Combinator W18 with a tight timeframe. Built a zero-to-one science illustration web app.
- Facilitated product research workshops with founders. Provided product ideation, competitive analysis, UX/UI design, and front-end implementation.

### **BioElectron • Sr. UX/UI Designer** (2017 - 2018)

- Led efforts in designing a comprehensive suite of specialized, unique scientific research applications for myriad research disciplines and robotic instruments.
- Improved cadence of product release and testing cycles, setting the framework for shipping and testing early. Managed communications with all stakeholders.
- Established and conducted formal user research, interviews, and usability tests
- Created a design language and implemented a design system to reduce front-end engineering burden.

### **Vave Health • Product Designer** (2015 - 2017)

- Co-wrote a multi-million dollar SBIR grant application
- Designed, coded UI of a responsive mobile app for portable and wireless ultrasound for demos with physicians, investors, and engineer testing
- Developed business strategy by performing market research, conducting customer interviews, and assessing the competitor landscape
- Created brand identity, company website, infographics and illustrations for pitch decks; collaborated with industrial design firm and creative agency

### **Univ. of Southern California • Scientific Graphic Designer** (2014 - 2015)

- Produced 3D visualizations for multi-million dollar grants and major publications.
- Designed multiple responsive web apps and sites for research institutions.

### **Biomedical Researcher** (2004 - 2012)

**UCLA, Amgen, Novartis** — Immunology, Pharmacology, Oncology

## SKILLS

**Design:** Figma, Sketch, Origami, Abstract, InVision, Photoshop, Illustrator, After Effects

**Code:** HTML, CSS, SCSS, jQuery, Ionic, Foundation, Bootstrap

**3D:** Maya, Mudbox, 3D-Coat, Cinema 4D, autoPack, ePMV, OsiriX, animation

**Illustration:** traditional and digital painting, medical illustration

## AWARDS

**Health++ Winner** (2016)  
Stanford University

**Code-a-thon Winner** (2014)  
Health 2.0 Conf, San Francisco

**Vesalian Scholar Award** (2014)  
Vesalius Trust, International

**Best Poster Presentation, 2nd** (2014)  
University of Toronto

**CIHR Scholarship** (2013)  
Canadian Inst. of Health Research

## OUTREACH & TALKS

**Guest Speaker** (2019)  
University of Toronto, Biomed. Comm.

**Guest Lecturer** (2017)  
UC Berkeley, "Healthcare in 2025" DeCal

**Presenter** (2016)  
Atlanta, GA: Association of Medical Illustrators Annual Meeting

**Presenter** (2016)  
Santa Cruz, CA: Guild of Natural Science Illustrators Conference

**Mentor** (2016 – 2019)  
Edge Interns: healthcare, technology and collegiate mentorship

## EDUCATION

**IDEO Colab** (2018)  
Design Fellow

**University of Toronto** (2014)  
MSc, Biomedical Communications

**UCLA** (2007)  
BS, Psychobiology