

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)

- Built a zero-to-one science illustration web app and enabled company to get into Y-Combinator W18 within a tight timeframe.
- 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, Keynote

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

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