

## SUMMARY

I am an innovative leader of product design and user research teams with 15+ years of experience across multiple, complex domains. I am focused first-and-foremost on helping businesses maximize the value of design through tactical execution, cross-disciplinary collaboration, and development of strategic insights about users and products.

## EXPERIENCE



### Sr. Director of Product Design

Jul '22 - Feb '25

Wheel

- Spearheaded a company-wide initiative to align roadmap priorities by implementing a new data collection and visualization process, enhancing collaboration across teams.
- Advocated for robust behavioral data collection using Segment and Statsig, to enable informed, data-driven product enhancements.
- Led a company-wide AI Jam Session to identify opportunities for leveraging AI in operational efficiency and organizational processes.
- Improved internal workflows by rebuilding and tokenizing the design system, streamlining the design-to-development process.
- Introduced role-specific scorecards to facilitate team alignment and consistency in evaluating prospective job candidates for required skills and behaviors.



### Adjunct Instructor of Design

Jan '22 - Present

UT Austin, Center for Integrated Design

- Currently teaching graduate (Spring) and undergraduate (Fall) courses on the value of design in business, integrating the Business Model Canvas and design thinking methods.
- Guide students in developing strategic, user-centered solutions, culminating in end-of-semester "Shark Tank" style startup pitches.



### Design Director

Apr '19 - Jul '22

USAA

- Partnered with business unit executives to launch a new refinance product through collaborative workshops and strategic planning.
- Deployed data-driven member archetypes through surveys, enabling personalized user experiences and marketing strategies.
- Developed a service blueprint capturing the complexity of mortgage lending processes, leading to alignment, quick fixes, and new strategic opportunities.
- Introduced and piloted a hiring rubric across the design org, improving the evaluation of candidates for diverse roles.



### Head of Product Design

Feb '16 - Aug '18

Wellsmith

- Led the design of a patient-facing app integrated with Bluetooth devices to monitor and improve Type 2 diabetes outcomes, resulting in increased engagement and improved health measures.
- Partnered with product and engineering teams to refine and iterate workflows for care teams, improving operational efficiency.
- Developed animated characters to gamify patient engagement, significantly increasing app usage and patient adherence.



### Founder, VP Product Design

Jul '08 - Jan '16

Design For Use

- Founded and scaled a design and research consulting firm to 28 employees across the US and India, serving clients ranging from startups to Fortune 100 companies.
- Led discovery processes to define customer problems and validate solutions through usability testing, improving outcomes across complex domains like healthcare, finance, and supply chain.
- Managed P&L, customer acquisition, and account management, while overseeing the US-based design and research team.

## EXPERTISE

### Skills

- Design Leadership
- Strategy & Innovation
- Product Design
- User Research
- AI-enablement
- Hiring "A" Players

### Tools

- Figma
- Jira, Confluence
- LLMs (ChatGPT, Claude, Gemini)
- Gen AI tools (Bolt, Lovable, Subframe, Replit, v0)
- Framer, FlutterFlow
- Tokens Studio, Supernova
- Segment, Mixpanel
- Github

### Strengths

- Strategic
- Futuristic
- Ideation
- Self-Assurance
- Activator

### Core Values

- Stay Curious
- Communicate Directly
- Support the team
- Foster diverse perspectives
- Encourage New Ideas
- Nurture individual growth
- Bias towards action

## EDUCATION



### BS Mechanical Engineering

Stanford University



### MS Architectural Studies

University of Texas at Austin