

About

I’ve had the opportunity to lead the design of technical and consumer products for the past eleven years, a pursuit largely driven by my affinity for purpose-built digital tools. In my work, I bring a hypothesis-driven, systems-minded approach to design solutions that meaningfully solve business problems. My favorite projects are those that help people understand complex information and processes — making tools that make sense.

Info

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Experience

- 2022 — 2024

Staff Product Designer, Whimsical
Led the shaping, research and design of net-new features and improvements to the core editing experience. Focused particularly on templates, activation, collaborative features, and exploratory prototypes that extend Whimsical’s use cases.
- 2021 — 2022

Senior Product Designer, Dwell
Worked with the CEO, a Vimeo co-founder, and head of engineering to build core editorial and collaborative features that made Dwell.com a collaborative platform for design curation and inspiration.
- 2015 — 2021

Senior Product Designer, Viget
Designed prototypes, platforms, and data visualizations for a range of startup, nonprofit, university, and SaaS clients. Helped establish Viget’s product design practice and mentorship program, redesigned viget.com, co-wrote Viget’s code of design ethics.
- 2012 — 2015

Systems Analyst — UX , State Farm
Researched, designed, and built frontends for internal dev tools and dashboards used by cloud hosting infrastructure teams.

Hired as Lead Product Designer May 2022, promoted Aug 2023

Hired as UX Designer Aug 2015, promoted Apr 2018

Hired as Tech Writer Aug 2012, promoted Apr 2013

Education

- 2007 — 2011

BA English, Economics minor, Illinois Wesleyan University
Studied abroad at Oxford University from 2009 — 2010, awarded honors for writing and humanities research.

Proficiencies

Design systems	User research and validation	Information architecture
Product strategy	Interaction design	Design mentorship
Prototyping	Data modeling	Stakeholder management

Tools

Figma, Notion, Linear, Git, Airtable, Dovetail, Front, Loom

References

Zach Klein Former CEO of Dwell, Vimeo co-founder zklein@gmail.com	Mindy Wagner Former Head of Product Design at Whimsical mindylaw@gmail.com	Steven Chen Lead Product Manager at Kitbash 3D s.chen0518@gmail.com	Nate Hunzaker Principal Engineer at Whimsical nate.hunzaker@gmail.com
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