

Experienced Product Manager, strategist, and people leader who draws on deep expertise in user experience design and systems thinking to make elegant products that empower people. Seeking to transition to PM roles in consumer apps or creative tools.

## WORK EXPERIENCE

### **DIRECTOR OF PRODUCT MANAGEMENT** 04/2020 - Present\*

Cisco Systems, California (Remote)

- » Established a unified product strategy, vision, and roadmap for digital experience monitoring, resulting in \$5M growth in annual recurring revenue.
- » Led and mentored multi-level organization of product managers to launch new product capabilities that increased customer license consumption by 35%.
- » Led a cross-functional team of 500+ engineers, designers, and program managers to establish next-generation cloud-native product offering.

\* Currently on a 12-month company sabbatical to explore creative passions.

### **LEAD PRODUCT MANAGER** 04/2019 - 04/2020

AppDynamics, San Francisco

- » Launched redesigned dashboards platform in 8 months, achieving a 96% retention rate for existing customers while expanding usage to hundreds of new customers.
- » Delivered new capabilities to improve ease of use and configuration of analytics product, increasing total customers by 25% over two years.
- » Spearheaded effort to develop user interface component library for 150-person engineering team, saving tens of weeks of development time per feature.

### **DIRECTOR OF DESIGN TECHNOLOGY** 09/2017 - 04/2019

AppDynamics, San Francisco

- » Founded new team of 7 product designers to launch first company-wide design system with 30+ patterns and design tools.
- » Aligned 5 design and engineering teams to unify brand, product, and UI component libraries into company-wide design system.

### **UX LEAD, COUPANG** 11/2016 - 09/2017

Coupage, Mountain View

- » Delivered new capabilities for A/B testing suite, enabling 300+ engineers and product managers to improve annual revenue from purchasing workflows.
- » Established design strategy for Web and Mobile store apps, enabling product team to launch pilot in two new international markets.

### **PRINCIPAL UX DESIGNER** 04/2013 - 10/2016

BMC Software, Santa Clara

- » Led design and research for next-generation IT Service Management product, attracting 500 new enterprise customers in first 12 months.
- » Developed and patented Smart Recorder, a product innovation which led to a reduction in mean time to ticket resolution (MTTR) by over 50%.

## SKILLS

### Hard Skills:

- » Product strategy and vision
- » Product-led growth
- » Business analysis
- » Prioritized roadmaps
- » Goal/KPI management
- » A/B testing
- » Generative AI platforms
- » UX/UI interaction design
- » Market and user research
- » Agile product development

### Techniques:

- » Prioritization frameworks
- » Design thinking
- » Go-to-market strategy
- » Design sprints

## EDUCATION

### **RENSSELAER POLYTECHNIC INSTITUTE**

Troy, New York  
2005-2010

M.S. Human-Computer Interaction  
B.S. Computer & Sys Engineering