

## Design Philosophy

My method is to simplify and abstract facts to core motives. Through research and synthesis, I look to connect behavioral patterns and abstract these patterns into an unbiased human scenario. Using this scenario, I look to create a high-level framework where these facts and details fall into allowing for better organization, communication and versatility. With context of this scenario, these facts and details have interpretation and allows for perspective that guides stakeholders towards their objectives.

### Kraken Design Manager

2019-2023

- Led a team of talented designers to on creating the next gen of trading products
- Shipped a consortium of product features which includes custom price alerts, aggregate portfolio, advanced charting & trading features, data visualizations as maintaining our design systems and open sourced assets.
- Foster a creative collaborative environment to instill trust in each other and take risk in experimenting on new ideas and trail blaze in new experimental features.

### Alibaba Staff Product Designer

2017-2019

- Part of the founding team that led the acquisition of OpenSky, an e-commerce platform, through demonstrating value adds & enhancing core competencies through market and behavioral insights.
- Shipped two major financial programs (Payment Terms and Pay Later) through partnerships with domestics lending tech companies, that helped small business increase cashflow.
- Led and maintained a healthy partnership between various design teams across the globe.

### JPMorgan Chase Senior UX Designer

2015-2017

- Led the strategic efforts from ideation to implementation for Chase Pay payment solutions.
- Ideate and conceptualize process enhancements working across various stakeholders.
- Managed merchant integrations within Chase Pay capabilities.
- Revamped internal cultural perspective on work processes between product, dev and design.

### Shodogg Product Design

2013-2015

- Managed all design decisions from ideation to execution of subsidiary enterprise mobile applications including Hewlett Packard, MyMedia & Screen Direct.
- Assembled and led a team of designers & developers (U.S. & Australia) on user and product development resulting in an increase of 50K+ user acquisition.
- Created critical media & telecom partnership presentations and collateral for Bell Canada, NBC, Disney and Fox Network.
- Provided quality control over high-priority projects created both in-house and with external agencies.

### Echolocation Cofounder/Product Design

2011-2013

- Co-founded a tech start-up in the Social Local Mobile Sector focusing on content aggregation of geo-fenced areas in New York, Austin and San Francisco.
- Raised \$200k in seed funding from Casabona Ventures and several other angel investors within the technology industry
- Increased user aquisition and usage of our platform by effectively managing multi-faceted campaigns from ideation to execution for SXSW Interactive.

## Education

Fairleigh Dickinson University  
B.A Business Management  
2007-2011

School of Visual Arts  
MFA Workshops  
2013-2014

## Skills

- Product Strategy
- Leadership
- Mentorship
- Research
- Data Analysis
- Creative Direction
- Effective communication
- Workshop coordination

## Stack

- Figma
- Adobe Suite
- Blender/Spline
- Lottie
- HTML/CSS/JS
- React/Node.js

*Always learning something new...*