



Design Philosophy

Understanding the intricacies of human behavior is at the foundation of my design discipline. I strive to anticipate needs, reduce friction, and evoke positive responses through rigorous user research, usability testing, and continuous iteration are integral to my process.

Robinhood Senior Product Designer

2024

- Contributed to crypto trading features on the Robinhood US and EU platform.
- Ideate, conceptualize and shipping a 0 to 1 derivatives trading product to drive active traders and volume in the European market.

Kraken Design Manager

2019-2023

- Led a team of 5 talented designers on building the next gen of advanced crypto 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.

Alibaba B2B Product Design Lead

2017-2019

- 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.

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
- User-Centered Design (UCD)
- Interaction Design
- Information Architecture
- Visual Design
- Prototyping
- Usability Testing
- Design Thinking
- Leadership
- Strategic Thinking
- Mentorship
- Cross Team Collaboration
- Figma/Framer/Spline
- HTML/CSS/JS
- Generative AI

Always learning something new...