



## Design Philosophy

Understanding the intricacies of human behavior is at the core of my design philosophy, echoing the wisdom of Dieter Rams. Behavioral psychology is not merely a tool; it's the guiding force that informs every decision in the design process. By delving into the cognitive and emotional aspects of user behavior, I seek to anticipate needs, reduce friction, and evoke positive responses. Research serves as the bedrock of successful design. Rigorous user research, usability testing, and continuous iteration are integral to my process. I believe in immersing myself in the user's world, unraveling their pain points, and translating insights into elegant solutions.

## 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.
- Foster a creative collaborative environment to instill trust in each other and take risk in experimenting on new ideas and trail blaze in new features.

## Alibaba B2B Product Design Lead

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 domestic 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 acquisition 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...*