

Professional Experience

Product Lead

Actuate Ventures
Nov 2023 - Present

- Managing complex projects across multifaceted technology startups, complex initiatives, and fundraising
- Led 0-1 product development for products with AI & LLM complex workflows, reducing costs by 30%
 - Defined product requirements focusing on data visualization and analytics dashboards
 - Established product metrics framework to measure success and drive continuous improvement
 - Contributed product expertise to \$25M fund due diligence, product-market fit for space-tech startups

Senior UX Designer - Design Systems

Blue Origin
Jan 2022 - Nov 2023

- Owned enterprise-wide design systems supporting mission-critical space technology
- Led design systems across 50+ applications reducing development time by 28%
 - Prioritized features based on user research feasibility and business impact, increasing CSAT by 35%
 - Managed development of React components and documentation in production
 - Drove development of AI document engine to reduce errors by up to \$250k per instance
 - Contributed designs to next generation human experiences on-orbit and for the moon

Senior UX/UI Engineer

RoundGlass
Jan 2020 - Jan 2022

- Directed UX/UI initiatives for digital wellness platforms with personalized user experiences
- 95% faster load times through data-driven prioritization and technical architecture decisions
 - Led 14 engineers implementing intelligent designs with machine learning features and WCAG compliance
 - Built design system with 30+ components used across all production products
 - Established product KPIs and analytics framework to measure success and inform iteration

UX Designer/Web Developer

Edifecs
Jan 2013 - Jan 2020

- Enhanced user experience and efficiency across digital platforms in a highly technical environment
- Developed corporate intranet solutions reducing IT support tickets by 80%
 - Implemented WCAG 2.1 AA compliance across web and intranet platforms
 - Created personas and user flows boosting marketing campaign conversion by 20%
 - Optimized front-end code improving platform performance by 40%

Skills & Expertise

UX	Methods	Development	Platforms & Tools	Leadership
Design systems Personas Prototyping User research Human Factors	User-Centered Design, Wireframing, Interviews, A/B Testing, Data analysis, Accessibility Design	HTML/CSS/JS Angular, React PHP, node, python, AI, GPT, WCAG 2.1, 3.0	Figma, Adobe, Salesforce, CRM, Marketo, AWS, Azure, Llama AI, LLM, Bert, Co- Pilot	Product Strategy, Cross-functional Team Leadership, Startup Mentor, Community Building, Fundraising

Education

University of Washington
B.S. in Human Centered Design & Engineering - HCI

Product development, UX research, and accessible systems by blending engineering and design thinking

Entrepreneurial Experience

Founder & Product Leader

Three Tech Startups

2014-2020

- Led product strategy, fundraising, and go-to-market for three tech ventures
- Managed product development from concept to market, including user research, roadmap planning, and feature prioritization
- Raised seed funding through effective communication of product vision and market opportunity
- Built and led cross-functional teams with efficient resource allocation under tight constraints

Additional Experience

Product Management Consultant

Honor Bariatric Clinic

Feb 2020 - June 2020

Enhanced patient digital experience, resulting in a 20% reduction in onboarding bounce rate. Applied user-centered product principles and developed detailed personas, leading to improved patient engagement and better management of health outcomes

Product Owner

Real Benefits HR

Mar 2018 - Jan 2019

Designed a comprehensive HR application suite for high-risk industries, supporting 50,000+ networked employees. Created a scalable custom CRM that balanced technical constraints with regulatory requirements, significantly improving benefits access for employees in regulated environments

Product Strategist

D2020

June 2016 - Nov 2021

Designed complex workflows for Marketo automation services, reducing campaign times from one week to one day. Increased marketing ROI by 80% through strategic product optimizations and automation flow development

Community Leadership

Space tech investor

Due diligence and product evaluation for space-tech companies, with contributions exceeding \$3 million

Vietnamese Founders & Funders Non-Profit

Launching 2025 chapter supporting entrepreneurial ventures

Innovation Hub

Building community in AI, deep-tech and space-tech accelerators

Climate Tech Panel Organizer

Curated panel at 9zero Climate Innovation hub with founders in climate and energy sectors

Affiliations

- Space Foundation: Partner on curriculum, human experience development
- AstroAccess: Supporter for accessibility of Space travel and technologies
- Future Council: Deep Tech Innovators network
- W3C/WHATWG: Member subscribed to accessibility focused channels