

## ► Design Lead / Bnbfinder / May 2019 – Present

Built a SaaS travel listing platform from idea to 7k paid subscribers, with a dev team of 3, in a year and a half.

- + Architected, designed and developed a platform from whiteboards to a 2.0 release following an iterative agile process.
- + Developed a frontend framework and laid out all the responsive UI's in 3 Create React/Next.JS apps (HTML/CSS/JS).
- + Gave bi-weekly sprint update presentations to sales/marketing, and helped the owners with planning and strategy.

## ► Design Lead / Phobio : Rodio / Apr 2017 – May 2019

Led design for Rodio – a communication and workforce management platform for large retail (web, iOS and Android). Within two years, we partnered and integrated with a Fortune 100 (Kronos) and signed one of the largest employee sourcing companies (Marketsource: Target/Best Buy) facilitating millions of daily messages.

- + Led a product development team of 15 to build out Rodio from early idea to 20K+ users.
- + Created and maintained a design system, design files, and developer handoff for the web, iOS, and Android apps.
- + Designed and pitched a demo that solidified integration partnership contracts with Kronos, Form.com, and WorldApp.

## ► Design Lead + Partner / Timebomb / Sept 2015 – Nov 2017

Co-founded and led product design for this conditional messaging app (iOS and Android). Over two years, we raised 2 investment rounds and built the idea from scratch with a product team of 10. The hip and user-friendly experience helped us land angel investors and marketing partnerships with Ellen and Warner Bros.

- + Led a product development team of 10 in conception, design and development from initial idea through 10K+ users.
- + Designed pitch decks that were key in raising \$3M, and in creating relationships with Katy Perry (investor), multiple angel investors, and marketing partners The Ellen Show and Warner Bros.
- + Designed demos that were key in signing partnership contracts with MarketSource, Kronos, Form.com, and WorldApp.

## ► Product Designer + Co-Founder / Rocket Mobile / Jan 2012 – Dec 2015

Co-founded, led design and grew this agency to 20 employees working on 30+ projects – including multiple front-to-back platforms, a #1 Paid iPhone App, and became a concepting/prototyping lab for Warner Bros.

- + Led design for a team of 15 to build out a custom CRM/CMS for Woodhouse, a family of 20 midwestern auto dealerships.
- + Pitched, designed and shipped apps for 30+ clients, including a photo editing app for A Beautiful Mess, which became a #1 Paid App in the iTunes store, and stayed a top 100 paid app for over a year.
- + Became an ideation/prototyping lab for Warner Bros – working on ideas for multiple franchises, and concepting Ellen's app 'Psych!'

## ► Product Designer + Co-Founder / Rocket / Aug 2008 – Jan 2012

Co-founded this indie dev shop and designed apps for 20+ clients, as well as launch 5 of our own apps (web, iPad, iOS) – 2 of which were featured by Apple in the Mac App Store on day 1.

- + Learned how to run a small business during the day (marketing/sales/account management), and designed/coded websites and apps by night.
- + Launched 5 of our own app ideas, including: Concentrate – a productivity app for the Mac; Galleried – a Mac/iOS app for curating design inspiration; Clientr – a client dashboard for small agencies; and 3 iOS puzzle games.