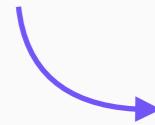




I design successful products and
build effective design teams



👉 Check out my [work samples](#)

mixpanel

zapier

Watershed

new relic

bmc

Qualcomm

TOYOTA

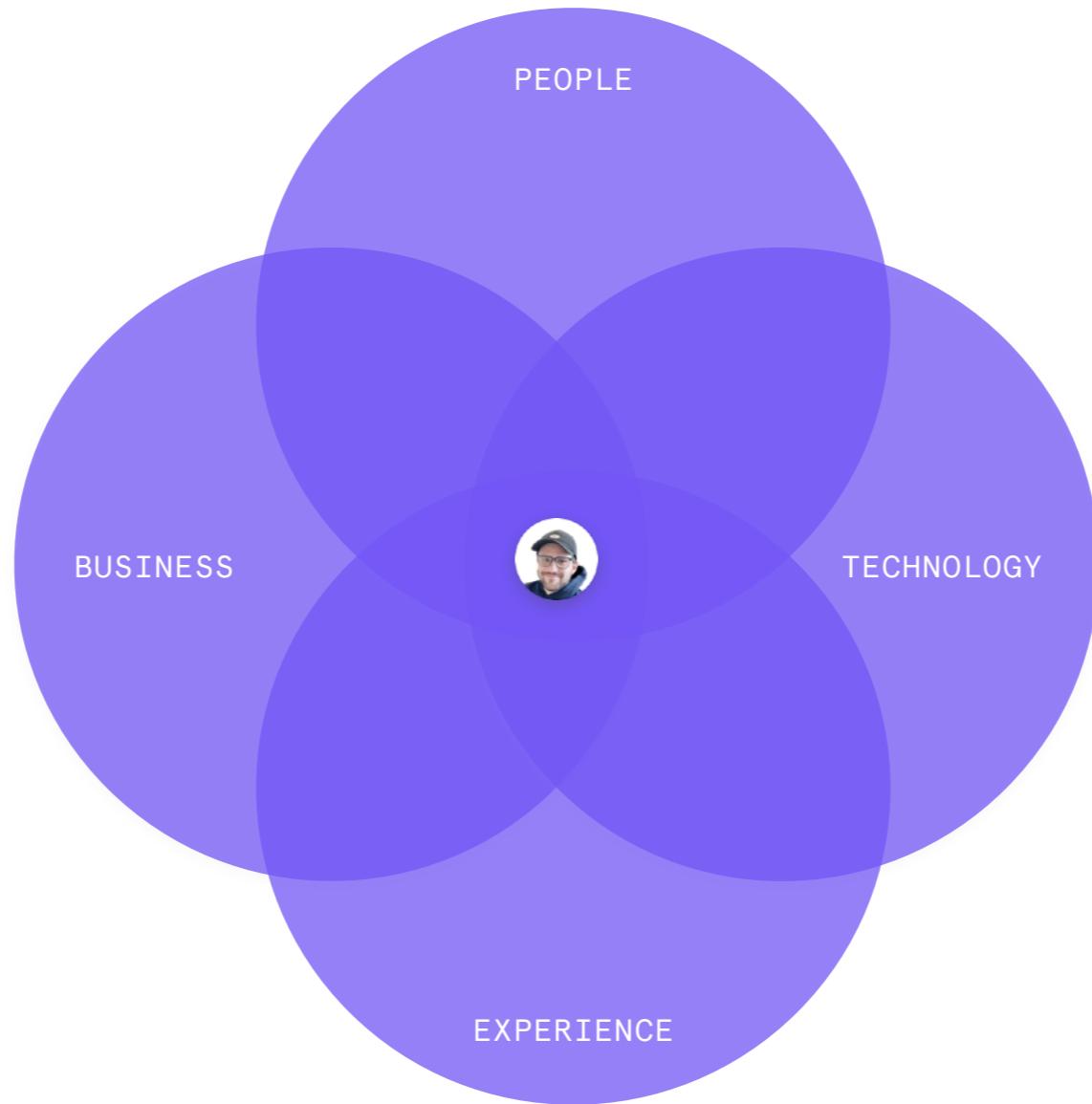
USAA®

UNDER ARMOUR

GOLF

USA

ESPN



Work Samples



[01](#)



[02](#)



[03](#)

Helping customers take control of sprawling sustainability disclosures

ROLE

Staff Product Designer

COLLABORATORS

Lead PM, Eng Lead, Sales, Support
Climate Advisory & Science

ACTIVITIES

Prototyping, Visual Design, UXR,
Workshop Facilitation

2M+ ARR from new customers as a result of shipping critical workflow improvements

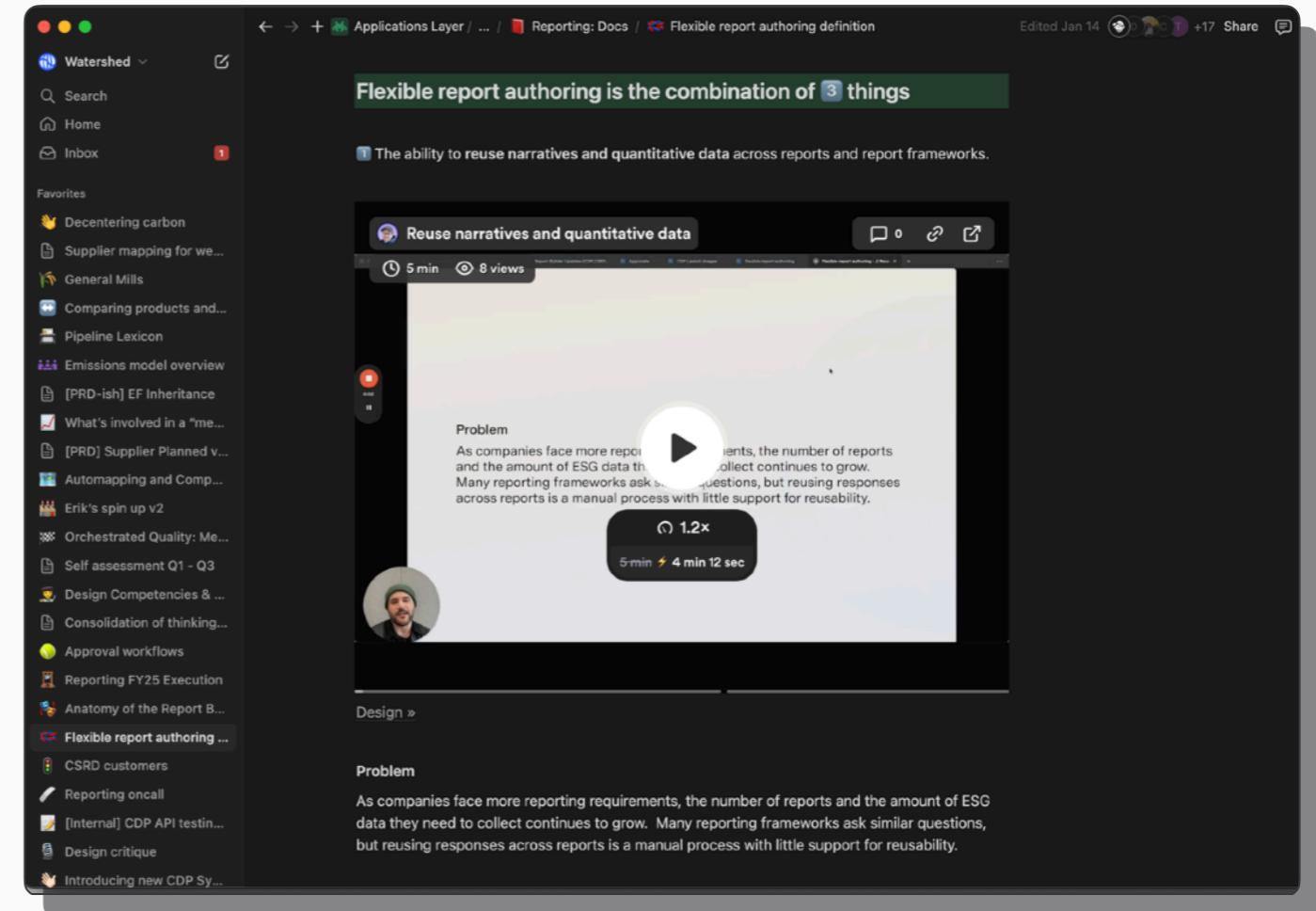
Today, the Watershed reporting product is not well set up to help customers respond to the growing number of sustainability reporting requirements.

- Product brief

This quote illustrates the core problem-to-solve

Authoring the product brief

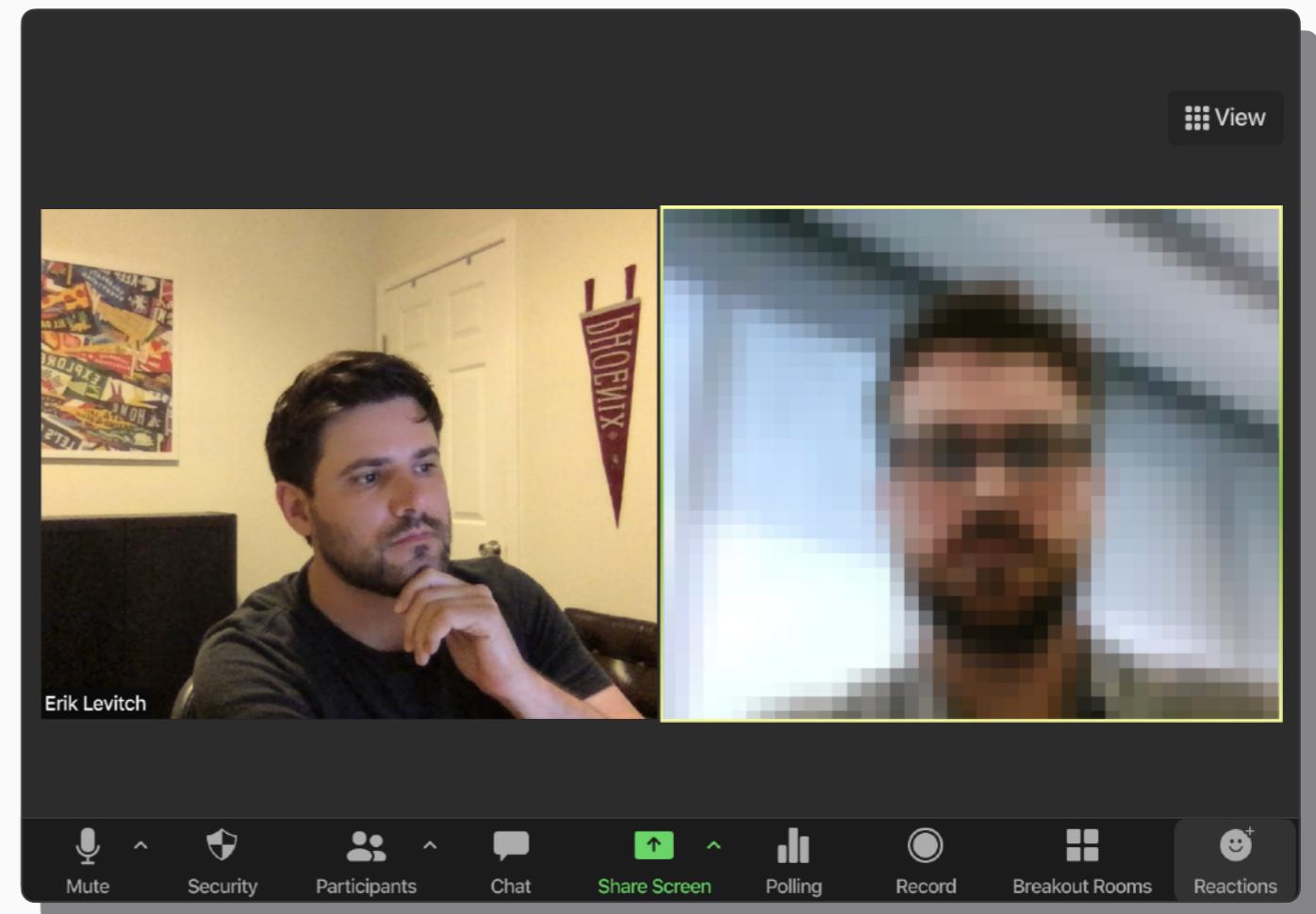
Design *is* product management! I played a key role in shaping the product roadmap by writing product briefs that kept us aligned on the right problems to solve for the right customers.



Conversations with customers

I chatted with customer success and booked 1:1 sessions with customers to understand two key areas: **a)** how teams collaborate to author reports and **b)** external tools people use as workarounds outside of the Watershed product.

Recruited a mix of Watershed customers (new, existing) to analyze and contrast the experiences of these two groups.



[Overview](#) [Changelog](#) [Configuration](#)**Progress** · 6 of 9 modules completed Complete (6) Not started (2) In progress (1)

7: Emissions data

 4 12 24[Click to view](#)[Export](#)[Sync to CDP](#)[Filter](#)

	Question	Answer	Assignee	Question status	Sync status
	1: Introduction				<input checked="" type="radio"/> 4 <input type="radio"/> 0 <input type="radio"/> 0
1	1.1: Past reports	Qualitative	Becca Crabb	✓ Complete	Synced
2	1.2: Give a general description and introduction to your organization	Qualitative	Becca Crabb	✓ Complete	Synced
3	1.3: Filer status	Qualitative	Becca Crabb	✓ Complete	Synced
4	1.7: Select the countries/areas in which you have Scope 1 or Scope 2 emissions fro...	Qualitative	Becca Crabb	✓ Complete	Synced
5	1.24: Has your organization mapped its value chain?	Qualitative	Becca Crabb	✓ Complete	Synced
	2: Identification, Assessment and Management of Dependencies, Impacts, Risks, and Opportunities				<input checked="" type="radio"/> 3 <input type="radio"/> 0 <input type="radio"/> 1
6	2.1: How does your organization define short-, medium- and long-term time horizo...	Qualitative	Madeline Cam...	✓ Complete	Synced
7	2.2: Does your organization have a process for identifying, assessing, and managi...	Qualitative	Madeline Cam...	✓ Complete	Synced
8	2.2.1: Does your organization have a process for identifying, assessing, and respon...	Qualitative	Madeline Cam...	✓ Complete	Not synced
9	2.2.2: Describe your process(es) for identifying, assessing and responding to cl...	Qualitative	--	--	--
10	2.3: Do you provide incentives for the management of climate-related issues, includ...	Qualitative	Madeline Cam...	In progress	Not synced
	3: Disclosure of Risks and Opportunities				<input type="radio"/> 0 <input type="radio"/> 4 <input checked="" type="radio"/> 0

Manage your sustainability report

E1-1: Transition plan for climate change mitigation

E1-1 16a ... □

Explanation of how targets are compatible with limiting of global warming to one and half degrees Celsius in-line with Paris Agreement

¶ H1 H2 ≡ ≡ | B I 5 & ↗ | ● ● ● ● ● Insert ▾

Alignment of Targets with 1.5°C Paris Agreement Goal

Our company's climate targets have been meticulously developed to ensure compatibility with the Paris Agreement's goal of limiting global warming to 1.5°C above pre-industrial levels. Here's how our targets align with this critical objective:

1. Science-Based Targets Initiative (SBTi) Validation

Our emissions reduction targets have been validated by the SBTi, confirming their alignment with the latest climate science and the 1.5°C trajectory. Specifically:

- 50% reduction in absolute Scope 1 and 2 emissions by 2030 (base year 2019)
- 30% reduction in Scope 3 emissions by 2030 (base year 2019)

2. Ambitious Near-Term Goals

We've set aggressive 5-year goals:

- 25% reduction in energy intensity by 2025
- 100% renewable electricity by 2025

We've generated an answer for you
Narratives are created from AI-extracted answers

Keep Cancel

3. Long-Term Net-Zero Commitment

We're committed to achieving net-zero emissions across our entire value chain by 2040, a full decade earlier than the Paris Agreement's target.

Details Guidance Insights **Insights**

CSRD CDP

AI-extracted answers ⓘ

H Hydro 2023 ^

Hydro defines substantive financial or strategic impact from climate-related risks as follows: an impact that significantly affects our business strategy or our ability to deliver continuous customer services. Subject matter leadership on climate change risk resides with our Environmental Sustain...

F Ford 2023 ^

S Scan Global Logistics 2023 ^

Did you find this useful?

Use AI to satisfy reporting requirements

Disclosures... / CSRD 2024

Build Manage

E Share Publish

Outline 24%

- Introduction
- General information
- Environmental information
 - Our transition plan
 - Science-based GHG emission reduction targets
 - Climate change mitigation actions
 - Climate-related impacts, risks and opportunities
 - Climate change risks and opportunities
 - Climate-related policy
 - Metrics and targets
 - Energy consumption
 - Emissions & carbon credits
 - Financial effects from risks & opportunities
 - Social information
 - Governance
 - Indices
 - Statements

Build

As part of our commitment to reach net-zero emissions by 2050, we've made significant investments in both operational and capital expenditures to support our climate action plan.

In 2023, we invested €250 million in capital expenditures (Capex) to modernize our facilities, including adding renewable energy sources and emissions-reducing technologies. This included installing solar panels and electrifying key processes.

We also spent €50 million in operational expenditures (Opex) on energy efficiency improvements, staff training in sustainability, and monitoring GHG emissions.

Over the next five years, we plan to invest an additional €400 million to further decarbonize our value chain and develop low-carbon products, like green hydrogen and battery technologies.

These expenditures are essential to lowering our carbon emissions and meeting our Science Based Targets and the Paris Agreement's 1.5°C goal.

Our transition plan

We believe our strategy and business model are compatible with the transition to a sustainable economy by reducing our carbon emissions in line with our Science Based Targets and target of net-zero emissions in 2050. This is in line with the Paris Agreement and the EU's climate goals.

Science-based GHG emission reduction targets

We have set validated targets to reduce our scope 1, 2, and 3 greenhouse gas emissions by 2030. This is based on a 2020 life-cycle analysis (LCA) of our AAC and CSU products, which demonstrated their potential to achieve net-zero or negative emissions by 2050. Details of our targets can be found in disclosure requirement E1-4.

Climate change mitigation actions

Browse narratives

Search...

212 narratives Cross-framework categorization

ESRS E1-1 16c IASSB S2 14b AUG 22, 2024

As part of our commitment to reach net-zero emissions by 2050, we've made significant investments in both operational and capital expenditures to support our climate action plan.

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These expenditures are essential to lowering our carbon emissions and meeting our Science Based Targets and the Paris Agreement's 1.5°C goal.

A Amy Lyn

ESRS E1.GOV-3 13 IASSB S2 4a AUG 20, 2024

The oversight of climate-related risks and opportunities is integrated into our organization's governance framework at the highest level. The Board of Directors holds overall responsibility for supervising the implementation of our climate strategy, which is aligned with our long-term sustainability goals.

To support the Board's oversight, we have established a de...

E Erik Mansioner

ESRS E1-1 16d IASSB S2 15c AUG 11, 2024

Customize the structure of your report

1 / 43

Primary

3 VARIANTS

- ENT - Switzerland (1...)
- ENT - Dubai (3134)
- ENT - Australia (134)

+ Add variant

Disclosure of transition plan for climate change mitigation

Our transition plan for climate change mitigation focuses on reducing greenhouse gas (GHG) emissions, increasing energy efficiency, and transitioning to renewable energy. We aim to reduce our GHG emissions by 50% by 2030, with a long-term goal of achieving net-zero emissions by 2050. In Switzerland, we are working closely with local partners to optimize our supply chain and reduce emissions through Swiss-certified renewable energy sources like hydroelectric power. To achieve these goals, we are optimizing our operations, upgrading equipment, and integrating more sustainable processes. We are also investing in solar and wind to power our facilities. Additionally, we plan to collaborate with our suppliers to reduce emissions across our value chain. Regular progress updates will be provided to ensure transparency and accountability as we work towards these goals.

212 / 7000

... Details Guidance Insights

Status

In progress

Assignee(s)

S Shawn Ingram

Approver(s)

B Bryan Cervantes Jr Approved

K Kai Guy Approved

T Ted Danson Waiting...

Supporting evidence

supporting-evidence_really_long_name.xlsx

supporting-evidence_docx.pdf

Notes

Add a message...

Manage answers across reporting frameworks

Watershed ▾

Disclosures... / Framework library

+ Custom framework

Home

Network tasks 4

Measure

Measurements

Datasets

Activity data

Emissions factors

Footprints

Analyze

Overview

Drilldown

Products & materials

Supply chain

Benchmarks

Report

Disclosures & reports

ESG metrics

Plan

Reduction plans

Marketplace

Filter

Search

Grid View

List View

3 topics · 24 questions

SB 261

Disclose climate-related financial risk and measures adopted to reduce and adapt to that risk

A Amy Lyn

4 topics · 43 questions

Swiss climate disclosure

Climate-related framework in line with the recommendations of the Swiss climate disclosure.

E Erica Victoria

14 topics · 104 questions

Corporate Sustainability Reporting Directive (CSRD)

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

10 topics · 152 questions

Climate Disclosure Project (CDP)

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

2 topics · 43 questions

Streamlined Energy and Carbon Reporting (SECR)

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

8 topics · 143 questions

International Sustainability Standards Board (ISSB)

Sustainability-related financial disclosure standards to help investors assess companies' sustainability...

Watershed

10 topics · 152 questions

Sustainability Accounting Standards Board (SASB)

Industry-based sustainability disclosures about risks and opportunities.

Watershed

1 topics · 12 questions

UKTender

Required carbon disclosure for businesses bidding for UK government contracts.

Watershed

TCFD

B Corporation

United States Environmental Protection Agency (EPA) logo

Create templates for all of your sustainability disclosures

Watershed ▾

Disclosures... / Framework library / Swiss climate disclosure ★

Create report + Add ⚙️ ⏷ ⏴ ⏵

Home

Network tasks 4

Measure

Measurements

Datasets

Activity data

Emissions factors

Footprints

Analyze

Overview

Drilldown

Products & materials

Supply chain

Benchmarks

Report

Disclosures & reports

ESG metrics

Plan

Reduction plans

Marketplace

Swiss climate disclosure

Climate-related framework in line with the recommendations of the Swiss climate disclosure.

4 topics • 43 questions

Question Related metrics Related questions

Due diligence (2)

S-1
Does the company have a policy on child labour for their supply chain oper... 2 ESRS S1-C3 ...

S-2
How does the company assess and manage risks related to climate change... 2 ISSB S1-32 CDP 4.4 TCFD 5.32 ...

Environmental (3)

S-3
Direct greenhouse gas (GHG) emissions (Scope 1) 2 ESRS S2-32 CDP 7.5 TCFD 5.32 +4 ...

S-4
Direct greenhouse gas (GHG) emissions (Scope 2) 1 ESRS S2-32 CDP 7.25 ISSB S2-36a +4 ...

S-4
Direct greenhouse gas (GHG) emissions (Scope 3) 1 ESRS S2-32 CDP 7.25 ISSB S2-36a +4 ...

Scenario analysis and stress testing (6)

Understand the interoperability of different report questions

Helping customers understand and trust their product analytics data

ROLE

Design Lead Manager

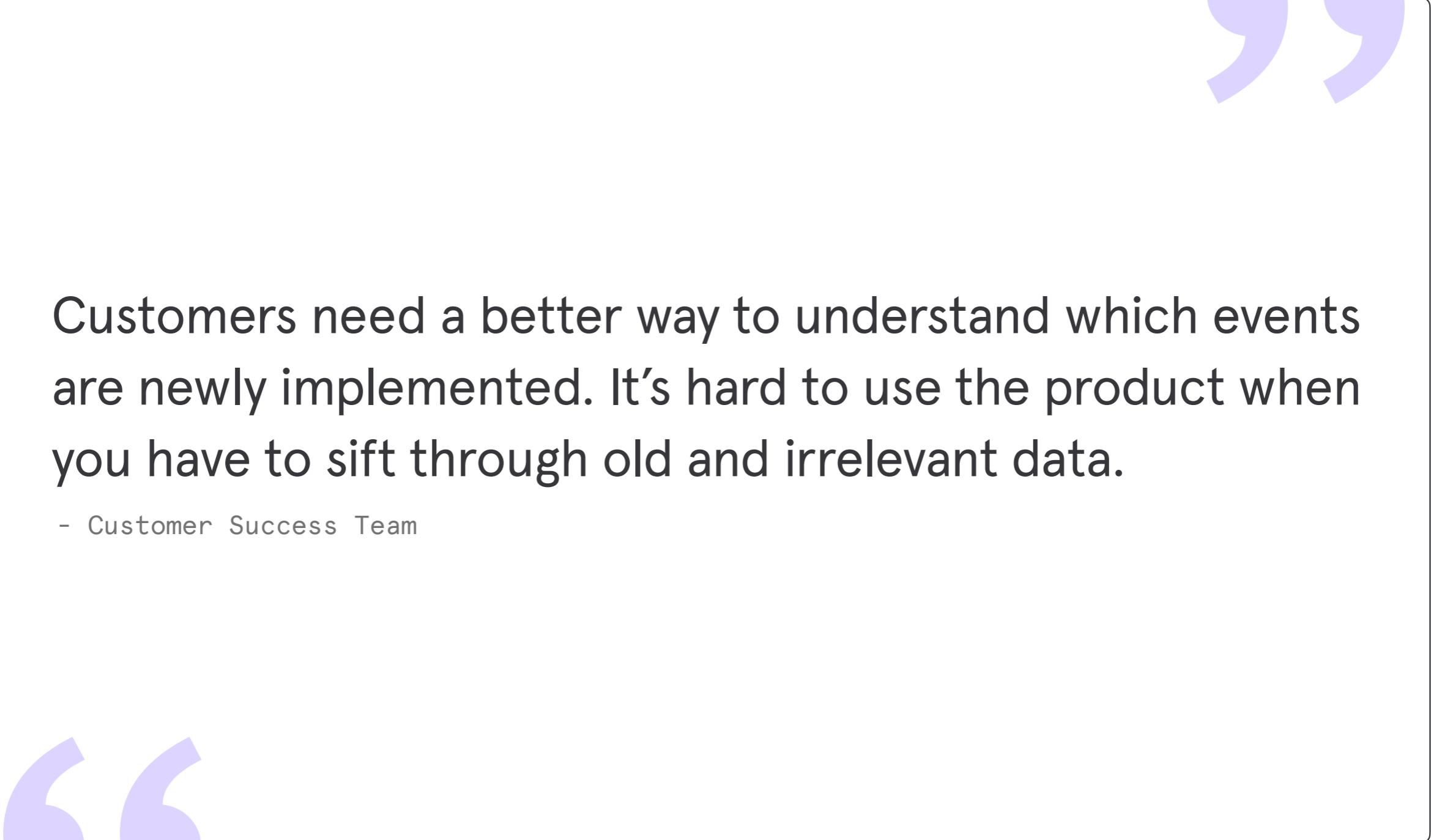
COLLABORATORS

Lead PM, Tech Lead, Product Designer, VP Product & Design

ACTIVITIES

Prototyping, Visual Design, UXR,
Workshop Facilitation

90% ↑ increase in product implementation
through streamlined onboarding and
improved developer experience



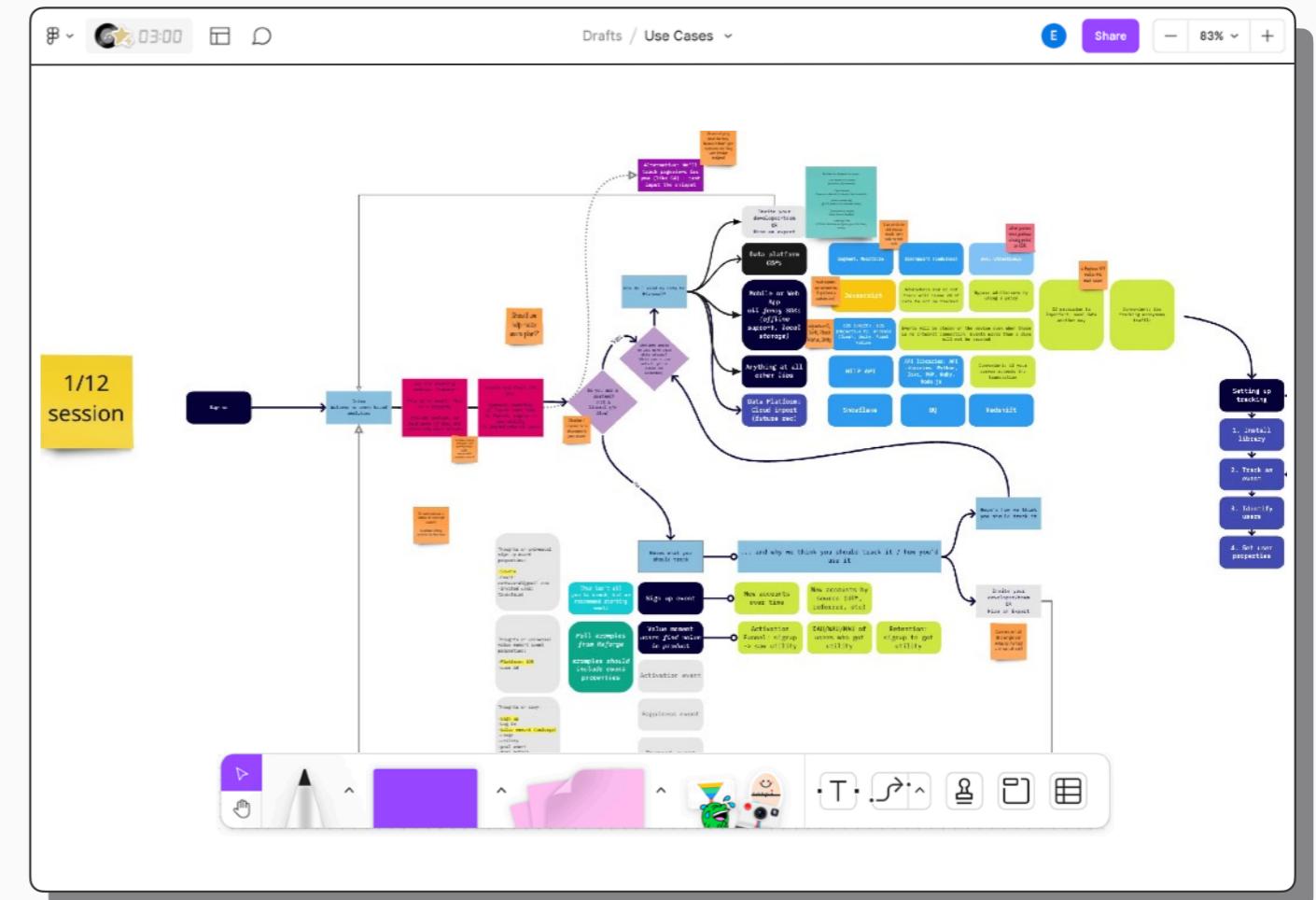
Customers need a better way to understand which events are newly implemented. It's hard to use the product when you have to sift through old and irrelevant data.

- Customer Success Team

This quote illustrates the core problem-to-solve

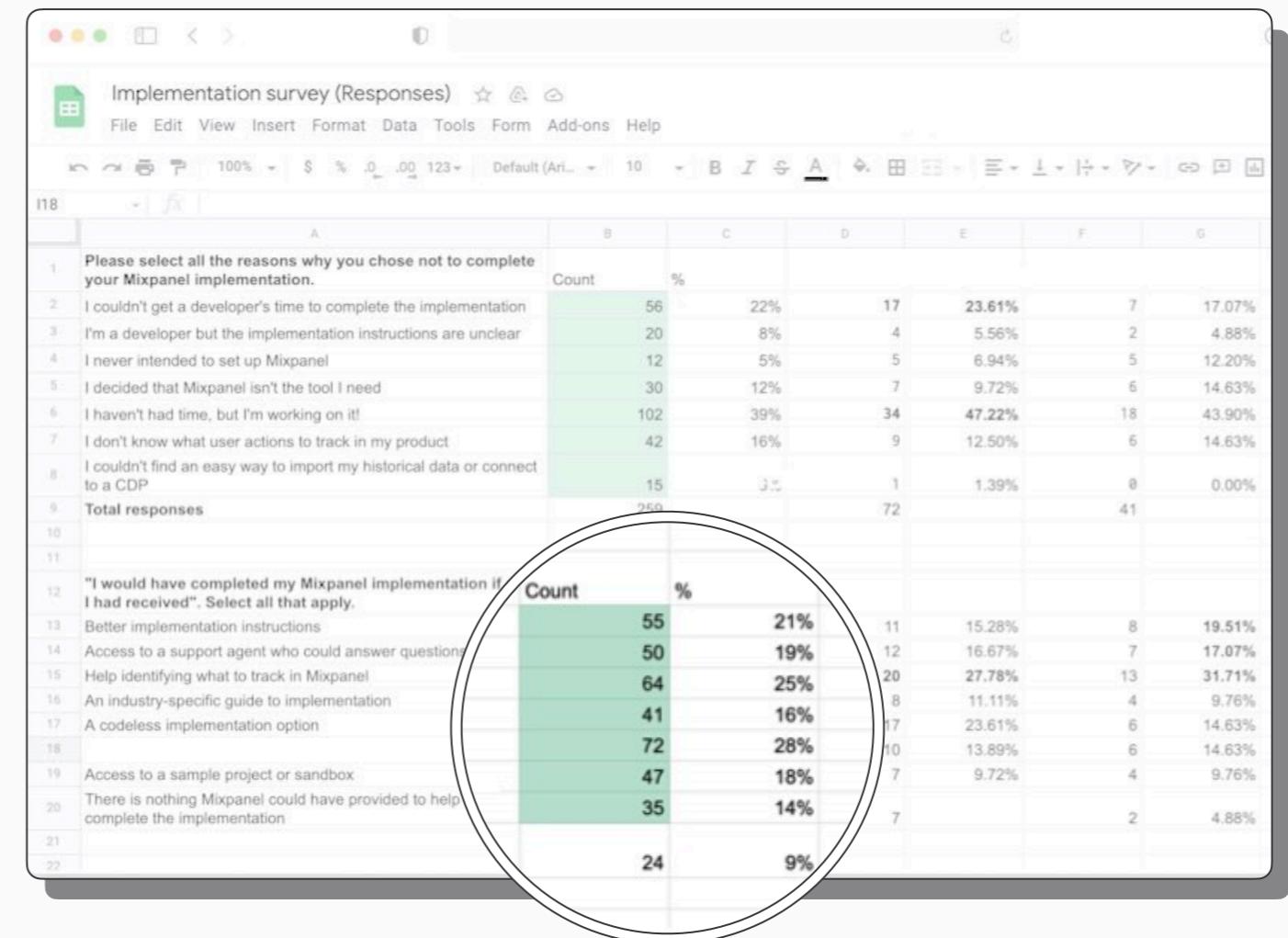
Mapping end-to-end experience

During working sessions with leadership, I focused the team on specific parts of the user journey, particularly addressing issues related to data reliability. This comprehensive approach to product design took into account the entire experience, not just isolated interactions.



Learning from new users

I conducted a survey among users who signed up but hadn't sent data to Mixpanel within 7 days. The goal was to understand the "why" behind users' decision not to use Mixpanel and focus our efforts during product development.



Screenshot of the Mixpanel interface showing a real-time events feed and a user profile view.

The top navigation bar includes: Dashboard, Reports, Users, a search bar "Search Dashboards & Reports", and icons for Database, Grid, Help, and Organization (All Project Data).

The main area shows "Events" with a "Live" filter selected. Other filters include Custom, Today, Yesterday, 7D, 30D, 3M, and 12M. A "Configure" dropdown is set to "Summary".

The event feed lists the following recent events:

- >  mike@mixpanel.com performed an event: [Verified Query] 24 seconds ago
- >  longemail_here@domain.com performed an event: [Account] Click Navigation Tab 6 seconds ago
- >  reallylongemail_here@domain.com performed an event: [Account] Click Navigation Tab 24 seconds ago
- >  reallylongemail_here@domain.com performed an event: [server] Query Complete 24 seconds ago
- >  swami@sandiego.com performed an event: Verified Sign Up 24 seconds ago
- >  swami@sandiego.com performed an event: Django request 48 seconds ago
- >  thomas_designer@carlsbadlocalsonly.com performed an event: [Account] Click Smart Hub Alerts Tab 52 seconds ago
- >  User performed an event: Verified Sign Up 54 seconds ago

The right sidebar displays a user profile for Michael Tibrewala (longemail_here@domain.com). It includes a blue circular profile picture, the name "Michael Tibrewala", the email "longemail_here@domain.com", a small German flag icon, and the text "Last seen Mar 20, 2021". Below this are tabs for "Overview" and "Activity", with "Activity" currently selected. The activity timeline shows events from March 19, 2021, and March 20, 2021.

Date	Event	Time	Details
Today • Mar 20, 2021	[Account] Click Navigation Tab	4:33PM	
	[server] Query Complete	2:33PM	18
	[Verified Query]	2:31PM	
Mar 19, 2021	Verified Sign Up	4:33PM	
	Django Request	2:33PM	18
	Account Settings	2:31PM	
Mar 19, 2021	Query Request	10:00AM	

Live data feed gives users a real-time view of their defined events

The screenshot displays a data analysis interface with several key sections:

- Header:** Project Name (dropdown), Search Boards & Reports (with a magnifying glass icon), and a top right corner with icons for notifications, settings, and help.
- Left Sidebar (FILTER BY):** A "FILTER BY" section with a plus sign (+) and a dropdown menu titled "All Users". Below it is a "RECENTS" section listing "Viewed report", "Age User profile", and "Mega Region code", each with a small icon and a "Clear all" link.
- Search Bar:** A search bar at the top labeled "Search" with a magnifying glass icon.
- Event Monitoring Section:** A "Live View" header with "Clear Feed" and "Pause" buttons. It shows a table of recent events with columns: Event, Timestamp, Browser, City, Country, and Device. The data includes multiple entries for "Viewed Report" from San Francisco, United States, on March 23, 2020, at various times, using Chrome on both iPhone and iPad devices.
- Event Details Overlay:** An overlay window titled "Event Details" with a close button (X). It contains tabs for "Raw Event" and "User Activity", and sections for "PROPERTIES", "# of cohorts" (109), "3-month Pricing Plan Experiment" (by Matt Smith), "Browser" (Chrome), "City" (San Francisco), and "Country" (United States).
- Historical Data Section:** A table showing historical data with columns: City, Country, and Device. It lists "San Francisco", "United States", and "iPhone" as the first row, followed by other rows for "San Francisco", "United States", "iPhone"; "Santa Cruz", "United States", "iPhone"; and "Los Angeles", "United States", "Android".
- Call-to-Action:** A large button at the bottom left with the text "VIEW PROTOTYPE →" inside a rounded rectangle.

The screenshot shows the Mixpanel interface. At the top, there's a navigation bar with tabs for Dashboard, Reports (selected), and Users. Below the navigation is a search bar labeled "Search Dashboards & Reports". On the right side of the header are various icons for account management and organization.

The main content area has two sections:

- User Profile Section:** Shows a user profile for "Munkhbileg Natsagdorj" (reallylongemailhere@yahoo.com). It includes a photo placeholder, the user's name, email, and a "Add Property" button. Below this is a table of "USER PROFILE PROPERTIES" with columns for Distinct ID, First Seen, Last Seen, Created, and Updated At. The data shows the user was first seen on May 10, 2019, and last seen on Mar 10, 2021. The user is located in San Diego, California, United States, with the timezone set to America/California.
- Event Feed Section:** A table titled "Event Feed" showing recent events. The columns are Timestamp, Event Name, Distinct ID, City, Country, and Cohort. The events listed are:

Timestamp	Event Name	Distinct ID	City	Country	Cohort
Just now	[Web Dash] Funnels Query	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
5 sec ago	[Account] Click Navigation Tab	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
38 sec ago	[Account] Click Smart Hub Alerts Tab	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
56 sec ago	[Account] Click Navigation Tab	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
58 sec ago	Django request	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
2 min ago	[server] Query Complete	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Inspect an individual user profile

The screenshot shows the Mixpanel Tracking Debugger page. At the top, there's a navigation bar with links for Dashboard, Reports, and Users, along with a search bar and various icons. The main area is titled "Tracking Debugger" and contains a table of events. The table has columns for the event type (e.g., TRACK, PEOPLE, ALIAS), the event name, and the timestamp. A "Search" input field and a "Filter" button are located above the table. On the right side of the table, there's a large JSON object representing the event properties. The JSON is as follows:

```
1 {  
2   "event": "Report Loaded",  
3   "properties": {  
4     "[Community] Email": "109",  
5     "[Community] Login": "Matt Smith",  
6     "[Community] Primary Role": "Chrome",  
7     "[Lexicon]# of Descriptions": "San Francisco",  
8     "# of cohorts": "United States",  
9     "Account Value (ARR)": "Android",  
10    "age": "3",  
11    "Billing: credit IDs": "www.url.com/#23",  
12    "Organization Name": "PoorJones",  
13    "Source Request ID": "16",  
14    "Billing: paid plan types": "3",  
15    "Chrome Version": "contract",  
16    "CSM": "Mark Johnson",  
17    "Events Billing Cycle": "true",  
18    "Organization ID": "1",  
19    "Organization Name": "name",  
20    "Origin": "true",  
21    "People Billing Cycle": "false",  
22  }  
23 }
```

Developer tools to understand and fix the implementation

Launching first product for small business growth and management

ROLE

Design/Research Lead

COLLABORATORS

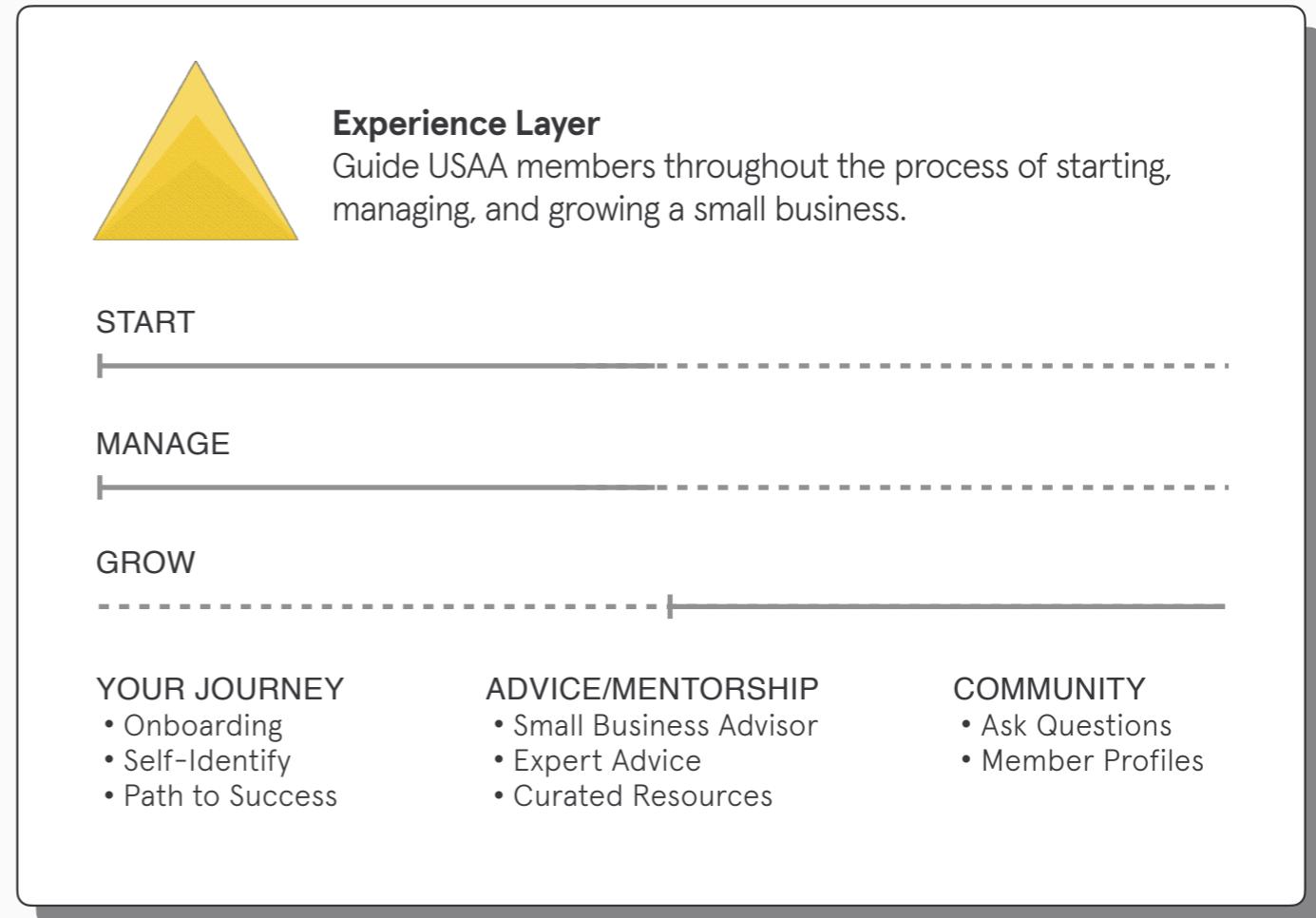
Director of Innovation, Tech Lead,
User Researcher, Creative Director

ACTIVITIES

Prototyping, Visual Design, UXR,
Workshop Facilitation

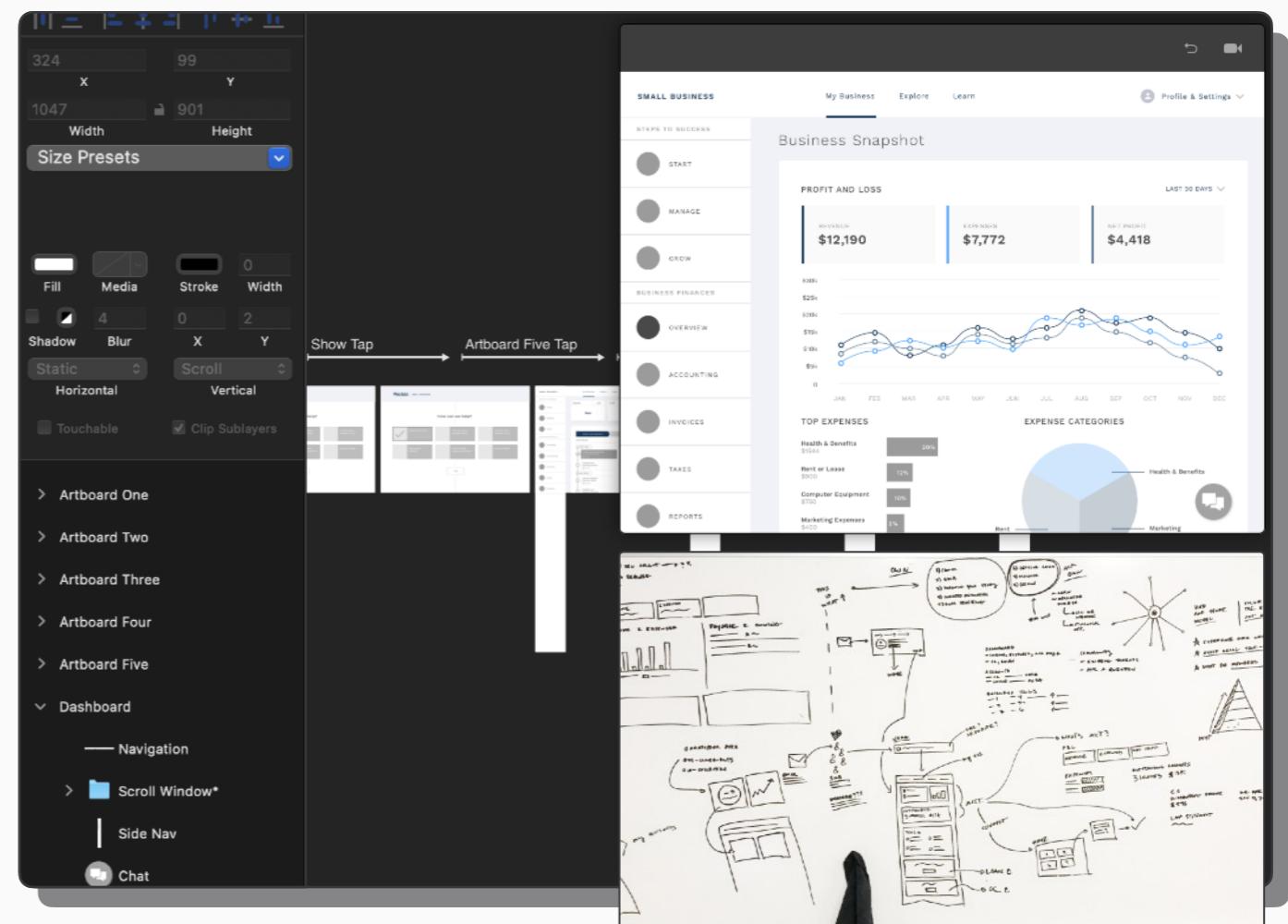
Defining an experience strategy

I developed a user experience strategy focused on redefining financial services for small business owners. Beyond offering basic services like checking and loans, the goal was to create an ecosystem where USAA members could interact with the community, track their finances and access loans for business growth.



Visualizing concepts

I designed three (3) distinct concepts, each highlighting specific aspects of the experience strategy. Rapid prototyping enabled the creation of functional versions to present to executive stakeholders. This process allowed the team to explore possibilities before selecting final concepts to test with USAA members.



usaa.com

My Overview My Business Learn Community ASK QUESTION

YOUR PATH TO SUCCESS

1 Conduct market research
15 mins 5 lessons

2 Write your business plan
10 mins 3 lessons

3 Fund your business
18 mins 4 lessons

FEATURED Planning for growth
3 lessons

FEATURED Getting customers
6 lessons

Sara Warner
Small Business Advisor

Have a question about your business strategy or need help financing your business?

AVAILABLE
1PM - 3PM (MST)

1-800-545-4322

CONTACT SARA

Business Credit Quiz

Marketing Assessment Tool

Competitive Intelligence Tool

Growing Your Business

Personalized path to success with access to tools and your USAA advisor

usaa.com

My Overview My Business ▾ Learn Community ASK QUESTION

USAA SMALL BUSINESS

Business Snapshot

ACCOUNTS ACCOUNTING INVOICES TAXES REPORTS

THIS YEAR ▾ ACCOUNTS CONNECTED (4) ▾

PROFIT & LOSS

\$16,190 REVENUE

\$4,384 EXPENSES

\$11,806 NET PROFIT

\$30k
\$25k
\$20k
\$15k
\$10k
\$5k
0

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

TOP EXPENSES

Health & Benefits \$1544 20%

Rent or Lease

ALL EXPENSES

Internet & Phone Marketing Expenses Computer Equipment

Connect your financial data and manage your business finances

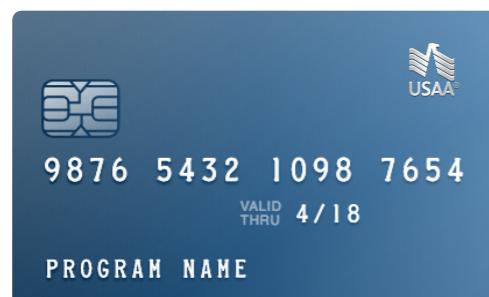
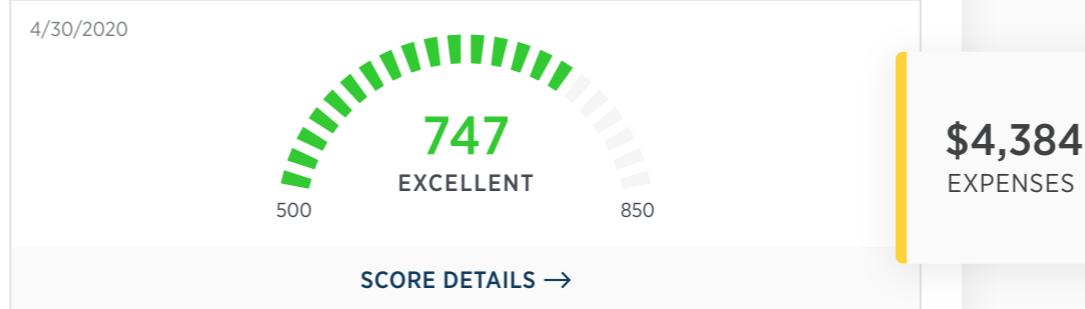
PROFIT & LOSS

\$11,806
NET PROFIT
↑8%
vs previous 30 days

\$16,190
• REVENUE

\$4,384
• EXPENSES

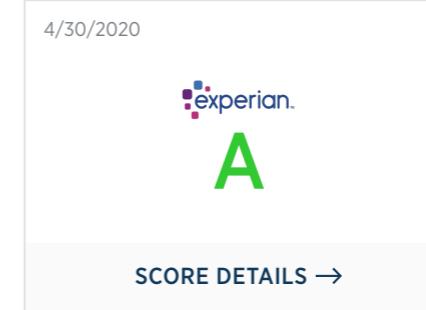
[FULL REPORT →](#)



Personal Card for Small Business

Earn 1.5% cash back on every purchase with our Preferred Cash Rewards Card.

The Preferred Cash Rewards card is a personal line of credit, and as such holds the member personally liable for any debt incurred.



9:41

USAA | SMALL BUSINESS

Business Snapshot

THIS YEAR ▾ ACCOUNTS CONNECTED

PROFIT & LOSS

\$11,806 ↑8%
NET PROFIT vs previous 30 days

\$16,190
• REVENUE 

\$4,384
• EXPENSES 

[FULL REPORT →](#)

EXPENSES

\$1,910 ↑2%

AA usaa.com 

< >   

9:41

EXPENSES

\$1,910 ↑2%
PAYROLL vs previous 30 days

\$1,000
• HEALTHCARE  20%

\$784
• RENT  12%

\$412
• COMPUTER...  10%

\$278
• MARKETING...  6%

[FULL REPORT →](#)



Sara Warner
Small Business Advisor

Have a question about your business strategy or help with financing?

AVAILABLE
1PM - 3PM (MST)

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< >   