- CURRENTLY

Head of Product Design @Hasura

- FORMERLY

Forma Al

O Director, Product

2019 - 2020

- Led the product team for our compensation processing platform.
- Re-aligned the company's product roadmap through client interviews and user testing.
- Introduced and led adoption for kanban-style project management to align with the product roadmap.
- Led efforts for design-based prototyping to validate our upcoming offerings.
- Strived for streamlining processes and creating re-usable technical systems (data integration, task queue, design system).
- Worked on packaging the product for the team's fundraise which led to a \$5M Series A.

Rubikloud

○ UX Director

2017 - 2019

O Senior UX Designer

2015 - 2017

- Led the UX design team for a retail data science startup.
- Conducted user testing and experimentation with stakeholders to validate designs.
- Led the buildout of a code-driven style guide and prototyping systems used within the design team.
- Hired and grew the design team while balancing product, engineering, and budget demands.

Freelance

O Product Designer

2013 - 2014

- Led the design and development of a B2C e-commerce website in the healthcare space which generated more than \$5M ARR.
- Designed new product features for a number of startups such as BreakingData, PlateIQ, and SearchYourCloud.
- Drove agency contracts for StackAdapt and PaintNite's marketing sites.
- Completed sales and investment presentation preparation contracts for iHeartRadio and Keek.

ReachStreet

UX Team Lead
I
UX Designer

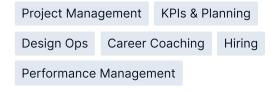
2011 - 2013

2010 - 2011

• Led the design team in the production of the company's location-based trivia application.

— SKILLS

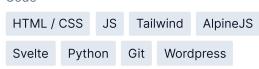
Management



Design



Code



- EXTRACURRICULARS

HasuraCon '22 MC

Hasura

2022

Method and system for generation of adjustable automated forecasts for a promotion

Rubikloud, Patent Co-Author 2018

Advanced Data Visualization (DS008) Toronto Metropolitan University 2017/1

Guest speaker: data visualization in the enterprise

- OTHER WORK
- 2 years of implementation plan, workflow documentation, and QA for ThreePointTurn and TRO Maintenance Management
- 1.5 years of onsite contract cabling, networking, workstation, and MS Server support for PC Mechanix