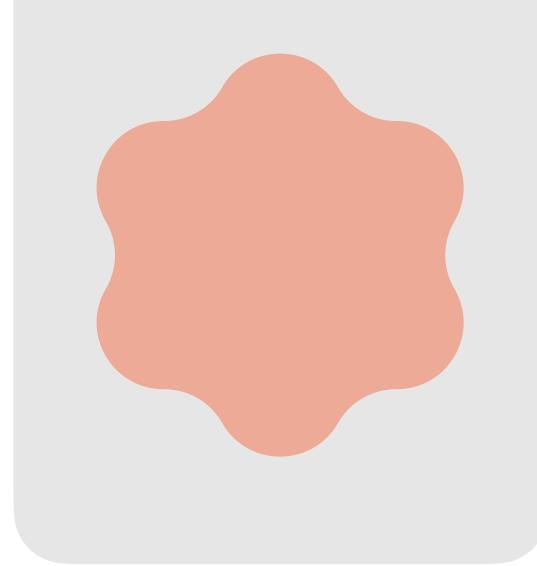
My Principles

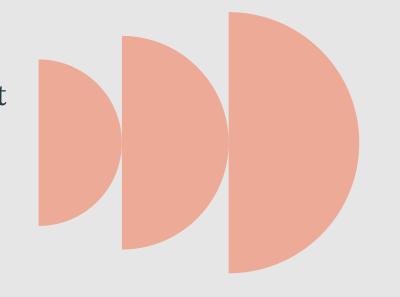
Design as a strategic asset

As a designer, I influence how ideas are formed, circulated, cultivated, and ultimately executed at every level of a company.



Be hands on

Good craft comes from exploring how a product works in a dynamic environment. A prototype says more than 100 slides. Iterate ideas quickly and often to deliver the best possible outcome.



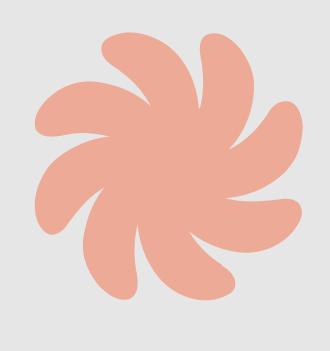
Be curious and open minded

Never stop learning and always try new things.



Resilience and adaptability

Embrace challenges head-on—they hold the greatest opportunities for impact.



Seek cross-functional feedback

Everybody's inputs is valuable. Communicating and collaborating effectively across teams is key



Deep technical literacy

Every action and design decision begins with a fundamental understanding of the technical facts of a product and the business.



Recent Roles & Responsibilities

What I did at Ghost

- My Roles at Ghost
- Brand & Creative Design
- Hardware Design
- Software Product Research & Design
- Team Development & Leadership
- Inventor & Technologist