

My Principles

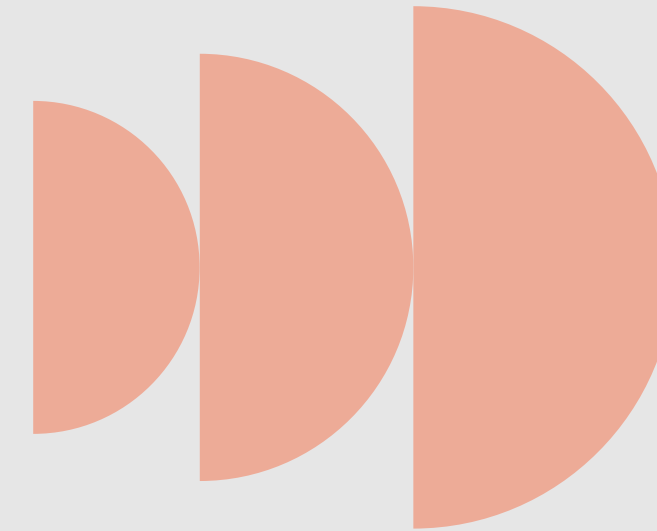
Design as a strategic asset

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



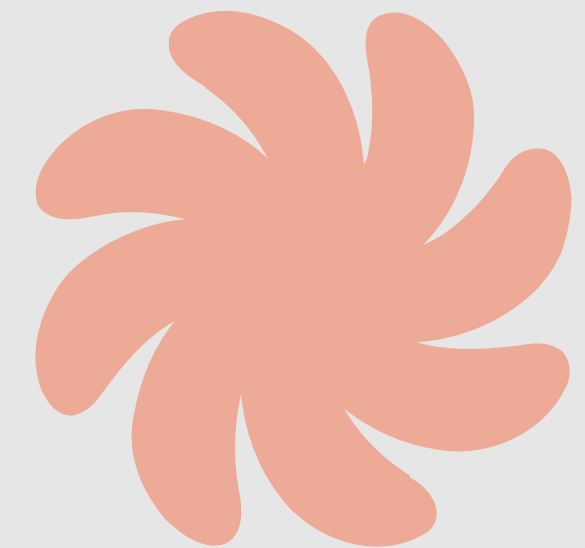
Be hands on

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.



Resilience and adaptability

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



Deep technical literacy

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



Be curious and open minded

Never stop learning and always try new things.



Seek cross-functional feedback

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



Portfolio Highlight:

GHOST AUTONOMY