

# 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



*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*