

About

Design leader with 15 years of experience across branding, digital products, and AI.

Currently VP of Experience Design at Digitas, leading AI product design for enterprise clients and internal AI platforms. I design conversational AI interfaces, build design systems, and prototype rapidly using Figma and coding with AI for rapid prototyping.

I connect design to business outcomes and work closely with engineers to ship what was designed. Strong foundation in visual design, typography, and composition. I believe in keeping humans in the loop when designing AI experiences.

Skills and tools

AI & Prototyping

Figma (advanced prototyping), AI coding for rapid iteration, ProtoPie, Principle

Motion

After Effects, Figma, Cavalry

Platforms

Web, mobile, desktop apps

Design Systems

Figma components, tokens, variables, documentation

Publications

PlantLife

FastCompany, Yahoo Finance

Peace Sans Font

DaFont, Font Squirell, 1001 Font and more

Elian

The Dieline, Packaging of the world

Microme

The Dieline, Packaging of the world, Tut Design Mag

Penoterm

The Dieline, Packaging of the world

Nami

The Dieline, Packaging of the world

Space Adventures

Packaging of the world

Start Grill

Takeaway Food Packaging Now Book

North Hero

Packaging of the world

Passim

Packaging of the world

Rokoko

Packaging of the world

Promax

Packaging of the world

Starmix

Packaging of the world

Coffee Laboratory

Symbols in Graphic Design Book

Gold Fish

The Dieline, Packaging of the world

Awards

Short list, G8 Festival, 2019

Biocraft Identity, Packaging Design

Behance Gallerized, 2018

North Hero, Packaging Design

Behance Gallerized, 2017

Microme, Packaging Design

Behance Gallerized, 2017

Peace Sans, Font

Logolounge, 2015

EF, Logo Design

Logolounge, 2015

Shamrock, Logo Design



JANUARY 2025 – PRESENT

VP of Experience Design at Digitas

Leading a design team focused on AI interfaces and design systems. Designing conversational AI experiences for an internal agentic platform, including customizable chatbot interfaces that let users train bots with their own data. Prototyping AI interactions using Figma and code. Creating scalable systems that improve team efficiency. Prioritizing human-in-the-loop design patterns for responsible AI. Collaborating with development team through workshops.

MARCH 2020 – DECEMBER 2024

Lead Experience Designer at Digitas

Led Visa's creative initiatives for three years, shaping their digital presence and Figma design system. Designed conversational AI experiments for Visa and L'Oreal. Built scalable design systems for Visa and RaceTrac. Led research and website redesign for Amway and Nutrilite. Created pitches and prototypes that won partnerships with GoodEggs, FIS, and Snowflake. Designed cross-platform experiences for web, mobile, and apps.

MARCH 2017 – MAY 2019

Senior Designer at Funky Agency

At FUNKY®, I led packaging, branding, and communication design projects — from research and strategy through final execution. Collaborated with a small, skilled team to deliver work that earned four industry awards and features in The Dieline, Packaging of the World, and Behance Gallery. This is where I built my foundation in typography, composition, and visual craft that still shapes how I approach digital product design today.

MARCH 2012 – SEPTEMBER 2016

Graphic Designer at Z&G Branding

Focused on brand identity and packaging, but touched everything — campaigns, print, web, 3D concepts, fonts. 2 projects published internationally, 2 Logolounge awards, 1 Behance feature.

URAL STATE UNIVERSITY, 2005–2010

Master of Computer Science

