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Summary

Design leader with 15+ years of experience building products for high-stakes, data-dense environments. Known for translating complex, user needs into coherent, trustworthy products and as a player-coach who is hands-on while scaling design teams. Equally comfortable in structured enterprises and fast-moving startups.

Experience

INDEPENDENT CONSULTANT

Self-employed

Brooklyn, NY (Hybrid) 2019–Present

Hands-on collaboration with select early-stage startups and Fortune 100 companies on a per-project basis.

- Drove concept development sessions with founders of an education startup.
- Provided ongoing design and user experience guidance for an international operations platform.

Charles Schwab

(Remote), 2019–2021

- Built a sustainable culture of facilitation, design thinking, and continuous learning across a 200-person remote product design organization.
- Facilitated rapid service design sessions for cross-channel communication, onboarding, and transition strategies for acquired TD Ameritrade users during a high-stakes, trust-sensitive platform migration.

EXECUTIVE DIRECTOR

Wells Fargo

New York, NY (Hybrid), 2022–2026

Individual contributor and player-coach for an 8-person multidisciplinary design team.

- Established the User Experience (UX) vision and designed a human-in-the-loop agentic AI workflow for a highly regulated employee decision-making process, reducing the time from over 40 hours to approximately four while incorporating compliance and transparency.
- Designed and led three-day executive strategy summits for over 40 cross-functional leaders, identifying 23 high-value product opportunities and restructuring five core strategic roadmaps.
- Drove focus toward end-to-end client journeys from fragmented features by introducing the Jobs-to-be-Done (JTBD) framework to three product teams.

HEAD OF UX

AIG

New York, NY, 2017–2019

Player-coach manager for a 15-person multidisciplinary team, directly leading design strategy and UI execution across enterprise digital initiatives.

- Drove a 58% increase in NPS and a 17% lift in QX score by redesigning a heavily regulated annuities customer portal to support self-service.
- Engineered the redesign of complex, data-intensive cross-channel workflows for a retirement platform serving both plan administrators and employee contributors.
- Reduced business unit operating costs by 15% and decreased call center volume by launching a self-service pensions portal, validated through interactive prototypes and remote user testing.
- Designed and implemented an accessible, multi-platform Figma pattern library directly incorporated into enterprise code repositories.

INDEPENDENT CONSULTANT

Quartz Media Network

New York, NY, 2017

Led conversational AI experience and interaction standards for a lead-generation channel.

- Generated 30% more qualified business leads by designing an NLP-driven AI chatbot using conversational design and user experience, reducing cost-per-lead by one third, making it the client's most efficient early-stage sales channel.
- Conceived and developed a performance-tracking portal to monitor AI accuracy, manage risk, and maintain human trust and brand integrity.

VICE PRESIDENT OF USER EXPERIENCE

Shutterstock

New York, NY, 2015–2016

- Shipped a 0-to-1, end-to-end, in-browser photo editing tool on Shutterstock.com to mitigate revenue churn to competitors by providing an ecosystem of features.
- Launched a global mobile creator application, driving acquisition across 18 languages.
- Redesigned the legacy design system using atomic design and token libraries to establish scalable, enterprise-wide design continuity.
- Introduced user research into product and design processes, by offering training sessions and onboarding new remote research tools.

GROUP DIRECTOR OF USER EXPERIENCE

Code & Theory

New York, NY, 2013–2015

Clients: Sirius XM, Scholastic, Green Bay Packers, WWE, SPG, Maybelline

- Scaled the UX practice from 5 to 23 team members and achieved the organization's best retention rate by introducing clear career growth frameworks.
- Achieved a 90% product launch rate by leading multidisciplinary teams across B2B, digital media, and consumer platforms from concept to delivery.

ASSOCIATE CREATIVE DIRECTOR

R/GA

New York, NY, 2011 – 2013

Clients: Nike, Verizon Consumer, Verizon Small Business, Ameriprise

- Generated over \$700M in sales volume, by designing and launching a B2B self-service commerce beta for Nike Business Solutions, scaling complex purchasing and fulfillment capabilities for both international retailers and domestic small businesses.

PRINCIPAL DESIGNER

frog design

New York, NY, 2006 – 2009

Clients: GE, AT&T, GlaxoSmithKline, American Express

- Launched award-winning, multi-channel solutions for GE Corporate as the lead information architect.

Education & Teaching

- Instructor, Pratt Institute: Introduction to UX/UI, Research, and Visual Artifacts
- Interactive Telecommunications Program (ITP), New York University
- Bachelor of Arts, Social Sciences, Western Connecticut State University

Skills

2-sided Platform, Agentic AI, AI-assisted design, Analytics, Change Management, Chatbot design, Content Strategy, Content Management System, Conversational Design, Dashboard Design, Design Operations, Employee Experience, Executive Presentation, Experience Strategy, Facilitation, Figma, Generative AI, Hiring, Information Architecture, Interaction Design, LLM development, Leadership, Localization, Mentorship, OKR development, Pattern Library Development, Product Design, Prototyping, Qualitative Research, Remote Collaboration, Road Mapping, Service Blueprints, Stakeholder Communication, Team Management, Technology and Engineering Partnership, Training Design, Translation, User Experience, User Research