



Product Design Leader

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Professional summary

A systems-design thinker across digital ecosystems, I'm customer obsessed, qualitative & quantitative researcher, with **7+ years hands-on Product Design/UX/UI leadership**, and over **20 years of experience in digital design** and web development. I've **built 4 startups from scratch**, and know what it takes to bring complex ideas to reality through Agile methodologies. From wireframe & Figma prototypes to final-release project management, I **bring projects from 0 to 1** through mobile-first user-centered design at any scale.

Team leadership

- **Values-driven visionary leadership:** I inspire teams with a clear, purpose-driven vision, focusing on long-term success while navigating complex, high-stakes projects. I foster inclusive, empowering environments where team members feel safe and heard, leading to increased innovation and collaboration.
- **Cross-functional collaboration:** I drive alignment between all stakeholders, ensuring that design strategies & decisions are fully integrated with business objectives, technical constraints, and customer expectations and delight.
- **Problem-solving and adaptability:** My extensive startup experience allows me to effectively guide diverse teams through challenges by fostering creative problem-solving and adapting strategies to overcome obstacles and deliver impactful solutions on time and within budget.

Work experience

Product Designer, UX consultant

2021 - current

Owner, Consultant: Eidolon Enterprises

- I help startups raise millions in funding by leading user-centered product design, driving innovation from concept to completion through Figma wireframes and prototypes, pitch deck and website design, through to product management for final rollout. I partner with stakeholders to optimize UX and align product goals with business outcomes.
- Build scalable design systems, mentor design teams, and accelerate product development through empowerment leadership, positioning companies for long-term success.

Head of Product Design

2021 - 2022

ReSource Network

- Designed and managed the build-out of a bespoke e-commerce platform and mutual-credit blockchain economy, onboarding ~300 businesses with \$500k transaction volume & ~\$1.2M credit lines issued across 3 markets.
- I lead product design, UX research, user journeys, personae, wireframing, prototyping, user testing, product & business strategy, product management. I lead the design team to build out a scalable design system and all UI's.

Head of UX & UI

2018 - 2021

Wrench, Inc.

- Through in-depth cross-functional collaboration, I researched, designed, and planned the build out of new features and product initiatives enabling almost 200% market growth in 2 years.
- Data-driven product, web, & mobile app design for our B2B & B2C offerings and internal tooling. I built the design system, wireframes, prototypes, and conducted usability testing & research.

Web Developer & Designer

2016 - 2018

Sno-Isle Libraries

- Implemented advanced cross-platform analytics to optimize customer engagement and reduce time-on-task by 30% by streamlining user journeys.
- Cross-product design, development, SEO, analytics, and support.

UX/UI designer, Web developer

2013 - 2016

Contractor

- Brought 12+ projects from concept-to-completion, gathering product requirements and beating deliverable deadlines consistently by 20%

Head of UX & UI, Co-founder

2010 - 2011

Dreamcatcher.net

- Online dream journal social network.
- Co-founder, project/product manager, UX & UI designer and developer, developed custom Haml & Sass framework on a Ruby on Rails platform, HTML emails, user-customizable UI via javascript & CSS

Instructor of UI design

2010

Edmonds Community College

- Taught a class of 13 students, ranging in age from 18 to 55, cultivating a collaborative learning environment across cultural, demographic, and age differences. My duties included developing course curriculum & projects, classroom management, project / student assessment, and working with struggling students to help them succeed.

Web Design & Information Architect

2007 - 2009

WSU College of Education

- Modernized a legacy HTML website, adhering to WSU branding guidelines. I streamlined navigation and information architecture, collaborating with department chairs and staff to create an effective web presence. My work transformed a cluttered site with over 500MB of disorganized data into a cohesive, user-friendly web application serving students, faculty, staff, and philanthropists.

Education

Bachelor of Arts, Fine Arts

August 2006

Cum Laude

Washington State University, Major in Digital Imaging, Minor in Philosophy & Astronomy

Skills

- **Product design & management:** Full lifecycle design project leadership, product roadmapping, end-to-end UX/UI design and research, interaction design, data-driven user-centered design processes, and cross-device/platform responsive design.
- **Tools & prototyping:** Figma expert, wireframing, prototyping, design systems, and AI-assisted ideation. Working knowledge of all UX/UI software tools.
- **User research & testing:** Conducting interviews, workshops, and usability tests to break down complex user journeys into actionable design steps, effectively managing large-scale projects in agile environments and delivering user-friendly solutions that meet both business and user needs.
- **UX best practices:** In-depth understanding of latest design trends, accessibility and usability standards, ensuring that users of all abilities can access and engage with digital products in a mobile-first, user-centered design methodology.
- **Empowerment and mentorship:** I actively mentor and support team members, helping them grow professionally by adopting best practices and staying current with industry trends.
- **Front-end Development:** Experience in HTML, CSS/SCSS, JavaScript, AngularJS, React, jQuery, and Git version control, I'm familiar with the full lifecycle of product development.
- **Information architecture:** Navigation architecture, information architecture, and data visualization.
- **Data-driven UX:** Using metrics and analytics to continuously improve user engagement and optimize customer journeys from various data sources.
- **Graphic & digital design:** Typography, layout, digital photography, photo manipulation, AI-assisted asset generation, and Adobe Creative Cloud Suite.