

Profile

A multi-disciplinary design leader with 10+ years of experience building digital products across multiple domains. Interested in challenging problems, new interaction paradigms, and the intersection between the physical and digital world.

Experience

Netflix · Product Design Lead · 2021–Present

Leading design for promotional video tools for Netflix Studio, empowering creators to tell great stories at scale.

Facebook · Product Design Lead · 2018–2021

Led design for monetization products that shape the future of video by helping creators turn their passion into a living.

- Identified a new \$5–7B opportunity, pitched to leadership, and built the alpha
- Grew the business over 600% to a \$2B run rate and \$1B in partner payouts
- Grew global video watch time 9%
- Created the world's first automatic ad product for live streaming, increasing yield 396%
- Mentored designers, managed interns, and interviewed potential hires
- Built a motion design system module actively used by designers across the company

Microsoft · Product Designer II · 2012–2018

Led design for new location-based experiences, new music experiences, the future of video on Xbox and Windows, reimagining a more intelligent phone OS, and more.

- Shipped releases for Microsoft Groove, Xbox OneGuide, Microsoft Movies & TV, Microsoft Store, Microsoft.com, and Windows Phone 8
- Mentored and taught advanced prototyping to a team of five designers

Design Army · Designer · 2011–2012

Designed client and in-house projects with a focus on strategy and problem-solving.

Paul Howell Design · Designer · 2010–2011

Designed client and in-house projects with a focus on strategy and problem-solving.

- Designed, built, and launched a new version of the studio's web presence
- Developed the identity and event branding for a St. Jude charity auction

Advocacy

U.S. Digital Response · Product Design Lead · 2020

Led design for a tool that helps small business owners determine their eligibility for COVID-19 financial assistance and how to apply for it.

- Designed and launched the initial iteration
- Defined the vision and strategy for evolving to a platform beyond COVID-19 assistance

Education

Arizona State University · B.Design, Visual Communication · Summa cum laude

Schule für Gestaltung Basel · Design & Typography Workshop