

Lead Product Designer Warner Music Group, Remote 2022-2023

WMG is one of the "big three" recording companies in the world with record labels like Atlantic Records and artists such as Ed Sheeran and Madonna. I led all design for the application Warner uses to license its music globally, accounting for 19% YoY growth and \$170+ million annual revenue

- Designed several new features that were critical to the business
- Championed various UX research methodologies to the product team including user shadowing, user contextual inquiry, surveys and usability testing with clickable prototypes
- Improved the usability of the software by redesigning many UI elements and features
- Created new responsive Figma UI components expanding and enhancing the design system

Senior Product Designer and UX/UI Design Consultant Cakewalk Labs, Remote 2015-Present

Working as a remote Product Designer specialized in simplifying complex business software through data driven interaction design and UX research methodologies, UX audits, and analytics tracking. Many clients are from **Toptal**, an exclusive talent network only admitting the world's top 3% of tech talent, amongst which I reached the top 10%

- Designed a new video editing app for influencers to be able to sell products directly from their video for a startup funded and shaped by **Kendall Jenner**, with end users including Lizzo and A Rod
- Took a data visualization and financial modeling idea from data scientists' new models, to user validated high fidelity user flows and clickable prototype for an NYSE listed software provider for the United States public sector, with end users consisting of the County of Los Angeles and State of Texas.
- Translated **Deloitte's** highly in-depth research on the traditional voting process, into high fidelity clickable prototypes, capturing different business requirements, which was used to continue their research with dedicated usability testing for the **United States Postal Service**
- Restructured **Caterpillar's** digital product design process by creating a usability testing program to gain clickable prototype feedback from a roster of 50+ highly specialized business users and an analytics strategy to gain insights on exactly how the product is being used post-launch, leading to data driven team discussions, faster iterations, and less guess-work, contributing to \$5.1 million in revenue in the first 2 months of product launch
- Designed SaaS data visualization platforms that leveraged AI and ML models for various industries
- Took **Microsoft's** idea, to defining MVP product specs via information architecture user flows, to tracking important data points via Mixpanel resulting in data driven iterations and pivots, with the end result being a product market fit in an internal pilot

Product Manager Green Dot Corporation, Palo Alto, California 2014-2015

Worked with the Loopt team, a **Y Combinator** startup founded by Sam Altman (ChatGPT CEO) acquired by Green Dot (NYSE: GDOT), an innovator in the payments industry.

- Agile Product Owner for 2 of the 3 front end clients: GoBank web and Android during a major launch with **Walmart** (first of its kind in the industry)— managing several offshore team members using JIRA
- PM of web client during migration from .NET to Angular JS, redesign, and defect initiative (65% decrease in defects)
- Designed AB tests for iPhone and Android clients affecting KPIs
- Led design team on next gen features, ideas, prototypes, usability tests
- Created stories on JIRA, gathered requirements and stakeholder approvals, saw them through to launch

Product UX Manager Best Apps Market, San Francisco, California 2012-2013

Over 10 million installs. 4.5 stars from >130k reviews. Initiated and led the rebranding of "AppDisco" to "Fetch" (Android app). Identified problems through data analysis and usability tests.

- Initiated and led product overhaul upon joining, with a focus on simplification through user education, initial experience and overall usability
- Designed and prototyped next generation versions of the app, leading to 5X increases in KPIs
- Drove product features with a focus on retention and new user experience, creating product roadmap and vision through wireframes, flow charts, prototypes and weekly user tests

UX Designer Blindsight Corporation (**Acquired by Amazon**), Berkeley, California 2012

Did interaction design and user research for an iPhone app for blind users. Designed & prototyped an iPad app for blind and low vision users, funded by the **National Institute of Health**.

- Led focus groups and user tests with low vision and blind teenagers and seniors at the Oakland School for the Blind

Co-founder, Product Designer VenueWize, Vancouver, BC 2010-2013

Led the product, resulting in users such as **MTV2**, and **British Airways**, as well as paying users in >10 countries.

- Quantified various aspects of user experience by measuring usage patterns through funnels and metrics using analytics tools, to make data driven UX and product decisions

Business Administration, Marketing & Management Information Systems, Simon Fraser University 2006- 2011
 JavaScript, Stanford University, Continuing Studies 2014
 Human Computer Interaction, Stanford University, Continuing Studies 2012