

PROFESSIONAL EXPERIENCE



OCTOBER 2023 - PRESENT

Lead Product Designer

- Lead all Product Design efforts on Tally Health's Membership App
- Establishing foundational Product Design ops to support business
- Transitioning existing design assets into a sustainable design system
- Develops user journey maps and defines user experience flows
- Prototypes new product features for different user states using Figma
- Collaborates with Product Lead and Engineering Lead to define requirements, ship new product features, and iterate



DECEMBER 2022 - PRESENT

Founder & Product Design Consultant

- Fully self-managed product and design strategy consulting business
- Helped to deliver for several clients simultaneously while also pitching new client interest
- Serviced 7 clients in Q1 2023
- Executes on end-to-end design solutions such as Brand Design, Graphic Design, UX Research, UX Design, Figma Prototyping, Design System Development, HTML/SCSS Prototypes, Squarespace Design, and SEO Strategy implementation
- Provided graphic design production, UX design, and brand consulting for a crypto protocol with \$125M market capitalization
- Provided UX and Product Design consulting for a construction project management platform that raised \$3.9M in seed funding
- Provided 2 pre-seed start-ups with designed and interactive Figma prototypes for investor pitches
- Provided SEO strategy consulting for a \$16.5M Series A mental health app
- Provided website design production for a new podcast network startup

NOMINEE

APRIL 2021 - PRESENT

Co-Founder & CTO

- Conceptualized and executed the visual branding
- Engineered the MVP of the product coded using vanilla Javascript, HTML, SCSS with MemberSpace plug-in to handle Memberships
- Produced 150+ pieces of content. Including video courses, interviews, written pieces and workbook templates (Google Sheets, Docs, and Notion templates)
- Work spans across borders, working with Canadian-based and US-based politicians and political parties
- Contributed to company's strategic vision from inception as one of four co-founders
- Created a 0-1 MVP without funding
- Collaborated with political organizations and politicians to produce content around Campaigning
- In-person event production and management



MARCH 2019 - DECEMBER 2022

Head of Design & Special Projects

- Joined as one of the first 10 members of the company
- Responsible for all design needs, including branding, UX/UI, front-end of website, sales decks, video, and article artwork
- Responsible for leading special projects which includes overseeing podcasting strategy, live streaming production, and event branding
- Contributed to live production code, helping architect the foundation of a new design system from scratch by committing HTML/SCSS for new Vue components through PRs
- Built high-fidelity testable prototypes of new product ideas to scope out opportunity and the costs to pursue
- Directly managed both the Design Team and the Podcast Production Team. Provided each team member with weekly mentorship and conducted annual reviews.
- Collaborated hands-on with both the Product management team and the Engineers to deliver and ship products
- Built the design team from 1 to 5 members, which included a mix of Graphic Design Interns, Product Designers, and an Art Director
- Established podcast operations and hired the production team to help create The Scoop podcast with Frank Chaparro. I served as Executive Producer for the podcast and Growth Manager for the podcast, creating a new revenue stream for the company
- Helped establish Product team by leading the hiring and onboarding process for the company's first 2 Senior Product Managers
- Led product design strategy and execution for re-launch of The Block Research as a separate product, launched in June 2021
- Led the design system strategy for The Block's B2B Data, Research and News platform, The Block Pro
- Developed a winning hackathon project called Escher Sketch, which was an automation tool that produced stylized feature images for stories with one-click. This tool would free up time from Graphic Designers to focus on more thoughtful and strategic visual campaigns

PROFESSIONAL EXPERIENCE (CONTINUED)

GIMLET

AUGUST 2017 - MARCH 2019

Design Director

- Led Design ultimately up to Gimlet Media's acquisition by Spotify
- Responsible for all visual design needs, including but not limited to brand image, show art direction, marketing, product design, merchandise design, event design, packaging design and more
- Developed processes to deliver on all marketing needs, sales pitches/presentations, internal collateral, office needs and more
- Took the lead on managing all Software Engineering, Data Engineering, and Technology initiatives
- Production/editing of video, art direction of key art for all shows, art direction of all branded podcast artwork/marketing, direction of photoshoots, UX/UI + front-end engineering of website, art direction of live events, and more
- Led rebranding initiative which was an 8-month long process. Included pitching to the Founders (Alex & Matt) and Executive team, budgeting, conducting an agency search, leading the design direction and coordinating feedback
- Created Podcast Cover Art strategy which was broadly endorsed in the industry by Apple Podcasts Marketing Team
- Grew in-house Design Team from 1 to 3 members. 2 Designers and 1 Software Engineer directly reported to me, while also coordinating relationships with freelance designers to execute on design projects
- Worked with high-profile clients on art direction for their podcasts produced by Gimlet Creative, including Squarespace, Adobe, Lyft, New Balance, Reebok, and Mastercard to name a few

REFINERY29

FEBRUARY 2015 - AUGUST 2017

Senior Product Designer

- Designed, architected, prototyped, and proposed new scalable core platform product features
- Led exploratory design on all new platform and technology initiatives
- Designed, prototyped, produced, and developed one-off story experiences and landing pages
- Designed, defined and prototyped new mobile app concepts
- Tested and vetted new tools and 3rd-party software for opportunities to streamline and manage bespoke story template efforts
- Worked with Software Engineers, Art Directors, Illustrators, 3D Artists, Editorial, and Social team—at the critical juncture point to deliver interactive content experiences
- Served as the Product Design Lead on Refinery29's first iOS app, ThisAM
- Served as the UI Design lead in the architecting of a card-based design system for refinery29.com
- Led website design and development of Refinery29's 29Rooms websites for 2016 and 2017 editions
- Led website design and development for Refinery29's New Fronts presentations in 2016 and 2017
- Led design and development of new experimental web storytelling formats, which required collaboration from on-the-ground story producers (e.g. Behind the Headlines feature on Ilhan Omar's run to congress). NYTimes and Google (AMP Stories) also released similar story formats around the same time.

SAY

SEPTEMBER 2013 - JANUARY 2015

Visual Designer II

- Created the UI of the Design System and defined the properties of the Theming Engine behind the Tempest Content Platform
- Designed the UI for new product features, both on the user-facing platform and editor-facing proprietary CMS
- Responsible for leading special projects which includes overseeing podcasting strategy, live streaming production, and event branding
- Designed quarterly marketing pages promoting brand partnerships and company initiatives (Say Quarterly Issue 7)
- Worked with Software Engineers, UX/UI Designers, and Editors to push new product features for approval
- Helped on-board and launch the first 25 media brand content partners onto the Tempest Platform
- Collaborated with SF-based Engineering team from the New York office, before remote working was the norm. Travelled to San Francisco twice a year to work on-site with the Engineering team
- Was part of a winning Hackathon team called Project Iris, which built a live theme-editor on top of our existing Tempest product platform

PROFESSIONAL EXPERIENCE (CONTINUED)



JANUARY 2011 - SEPTEMBER 2013

Senior Web Designer

- Worked with the Creative Director to conceptualize seasonal campaigns for marketing creative across mail-order catalogs, web, and retail stores
- Worked with individual product category buyers/sellers to push specific products on the website based on sales metrics
- Worked with the Merchandising Manager to redesign all site promotional graphics on a weekly basis to match sales and react to goal projections
- Designed 3-4 e-mail marketing sales newsletters a week
- Created IAB banner ad campaigns (multiple size output) as requested by the Ad Campaign Manager
- Completed a redesign of the CCS e-commerce site within the limitations of its current platform
- Collaborated with in-house photographers to create a consistent look as we transitioned all product shots from isolated and flat to being shown on-model and in-situation
- Adapted new processes to streamline buyers' roles in creative merchandising decisions
- Designed UX updates to the cart checkout flow for CCS which eventually was adapted by other Foot Locker banners such as Footaction, Eastbay and Lady Foot Locker

CREADIVELY LLC

MAY 2008 - NOVEMBER 2009

Lead Creative Designer

- Simultaneously managed the visual development and art direction of multiple lead-generating advertising campaigns
- Designed Landing Pages, Micro-sites, and Banner Ads from start-to-finish
- Designed primarily SEO-driven designs that are modular and rapidly changeable to react to trending topics and searches and optimize clicks
- Collaborated with a Developer, an SEO strategist, and a copywriter to ship websites and execute on affiliate campaigns

EDUCATION



AUGUST 2005 - DECEMBER 2008

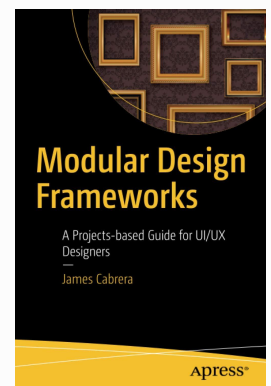
B.S. Mathematics, Minor concentration in Physics

- Cumulative GPA: 3.38
- Notable Courses: Foundations of Analysis, Applied Complex Analysis, Applied Algebra, Geometric Structures, Computer-Assisted Math Problem-Solving, Linear Algebra, Waves & Optics, Mechanics, Thermodynamics and Statistical Mechanics, Electromagnetic Theory, Electronics and Instrumentation.

PUBLISHED BOOKS

Modular Design Frameworks (2017) A Projects-based Guide for UI/UX Designers

- Written from 2015–2016
- Published in 2017 by Apress, a division of Springer Nature
- Catalogued in the Library of Congress



PROFESSIONAL TALKS

The Power of Defining Success by Design

MAY 2021 — REMOTE

Presented at Creative Directions 2021

Macroscopic Design: Design for the Most of Us

MARCH 2019 — AUSTIN, TX

Presented at Ignite Talks at SXSW 2019

Designing Your Story

JANUARY 2018 — MAKATI, PHILIPPINES

PWDO MiniFFC #45

Designing Your Story

NOVEMBER 2017 — NEW YORK, NY

Presented at NYU School of Professional Studies, *Exploring User Interface Design*

The Hard Sell of Design

JULY 2017 — ONLINE WEBINAR

Presented at RGD.ca

Voice: The Invisible UI Nobody Speaks About

MARCH 2017 — AUSTIN, TX

Panel at SXSW 2017

Designing Refinery29's First iOS App, ThisAM

FEBRUARY 2017 — SEATTLE, WA

Product Demo at ConveyUX 2017

Designing Refinery29's First iOS App, ThisAM

NOVEMBER 2016 — ROME, ITALY

Presented at World Usability Day Rome 2016

When Content is Bae

SEPTEMBER 2016 — DALLAS, TX

Presented at Big Design Conference 2016

Please Recycle: How I Learned to Design Products

NOVEMBER 2015 — QUEZON CITY, PHILIPPINES

Presented at Form Function and Class 6

The Science Behind Modular Design Thinking

JUNE 2015 — LAS VEGAS, NV

Presented at Future Insights Live 2015