

Product Designer with 18+ years of experience leading cross-functional design teams, shipping scalable, user-centered solutions, and contributing directly to code. Known for balancing business goals with user needs, mentoring design talent, and driving outcomes through thoughtful design strategy and execution.

ConsenSys

Manager, Product Designer, MetaMask

2023 – 2025

Directed the design strategy for MetaMask's core products, overseeing decentralized finance tools used by millions globally.

Design management and team enablement

- Managed a global team of 12 designers, setting goals, mentoring for growth, and driving upward mobility through skill development.
- Achieved a 100% manager effectiveness score in annual engagement surveys based on direct report feedback.
- Delivered high-quality, actionable design feedback that helped elevate design standards across the team; recognized by reports and peers for improving both craft and collaboration.
- Recipient of the 2024 Kindness Award, a peer and report nominated honor reflecting alignment with company values.
- Led the redesign of MetaMask's Designer Leveling Framework, clarifying expectations at each level and outlining specific growth opportunities, resulting in improved promotion transparency and team engagement.
- Introduced journey mapping, usability testing, and iterative feedback loops to streamline product experience and reduce rework.
- Established design principles that improved UX consistency and drove a ~12% increase in design system adoption across design and engineering.

Product strategy and cross-product collaboration

- Co-developed a product requirements process that increased feature velocity by ~18% through improved scoping and alignment.
- Led Multichain redesign across mobile, extension, and web, resulting in +12% wallet connections and –89% network switching events.
- Unblocked stalled redesigns of the main wallet UI, managing key stakeholders and enabling high-craft execution.

Principal Product Designer, Infura

2021 – 2023

Led product design for Infura, a blockchain infrastructure platform powering developers and enterprises with scalable access to Ethereum and IPFS. Focused on translating complex developer workflows into intuitive experiences.

Design Execution & Systems Thinking

- Simplified onboarding by reducing the number of screens to reach a user's first RPC request from 10+ to 2.
- Rebuilt Infura's design system, eliminating tens of thousands of lines of redundant code and reducing load times by ~150ms.
- Ensured consistent UX and visual design across the product suite through scalable component libraries.

Cross-Functional Collaboration & Strategy

- Co-led a strategic initiative to unify ConsenSys developer products into a single monetizable package, contributing to hundreds of millions in revenue.
- Conducted developer journey mapping and interviews with a researcher to identify friction points and shape bundled offerings.
- Collaborated with engineering, product, and stakeholders to align design with technical depth for both novice and enterprise users.

Principal Product Designer, Infura Cont'**Technical Contribution**

- Actively contributed to the React codebase, bridging design and development to ensure seamless implementation.
 - Made hundreds of front-end commits, accelerating feature delivery and offloading work from an overextended engineering team.
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Point Health**Principal Product Designer**
2021

Sole product designer at a healthcare cost transparency platform focused on empowering low-income, insured users to make informed care decisions.

- Defined product requirements and led the full design process, from research and flows to high-fidelity design and implementation.
 - Established the company's first UX research process, using qualitative studies and usability testing to inform product decisions.
 - Designed a scalable component library that increased development output by ~5 tickets per sprint.
 - Collaborated with business and support teams to improve internal tooling and workflows, enabling more personalized member responses.
 - Contributed to the React Native codebase to improve design fidelity and streamline front-end delivery.
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thoughtbot**Chief Design Officer**
2015 – 2021

Led thoughtbot's design vision, team operations, and revenue growth. Supported 30+ designers and helped scale client impact across industries.

- Managed and mentored a team of 30 designers, including 5 Design Directors, driving growth, accountability, and high-impact work.
- Developed a career leveling framework that raised average designer tenure from 3.4 to 4.2+ years.
- Consistently sold over \$1M in design projects annually through design-led business development.
- Published thought leadership on UX and product strategy, reaching hundreds of millions of views across thoughtbot and external platforms.
- Facilitated 100+ in-person and remote design sprints, helping clients validate or invalidate ideas early and avoid costly development.
- Oversaw client engagements end-to-end, from discovery to delivery, aligning usability, business goals, and technical feasibility.
- Taught UX fundamentals to 1,000+ developers, generating revenue and improving cross-functional collaboration.

Managing Director & Designer
2010 – 2015

Spearheaded the Philadelphia studio while designing and launching dozens of web/mobile applications across industries.

- Balanced business development, client relationships, and hands-on product design.
- Maintained consistent studio profitability and high client satisfaction.
- Delivered user-centered design work across platforms, from low-fidelity flows to high-fidelity UIs.
- Collaborated closely with developers and contributed HTML/CSS to support implementation.

Aramark**Web Designer**

2007 – 2010

- Brand and E-commerce Design, Interactive Design, Information Design
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Education**Endicott College**

2003 – 2007

BFA, Design and Visual
Communications

Key Skills & Expertise

- **Product Design Leadership:** 15+ years leading high impact design initiatives, aligning user-centered strategy with business objectives, and scaling product teams.
- **Mentorship & Team Development:** Proven track record of coaching designers at all levels, fostering continuous growth, psychological safety, and a culture of ownership.
- **Cross-Functional Collaboration:** Trusted partner to engineering, product, and executive teams; drives alignment, roadmap clarity, and cohesive product execution.
- **End-to-End Product Design Execution:** Led hundreds of features from journey mapping and user flows to high-fidelity mockups, prototyping, usability testing, and iteration.
- **Design Systems Expertise:** Built and scaled cross-platform design systems, improving design consistency and dev handoff across large product suites.
- **Technical Proficiency:** Hands-on contributor to React and React Native codebases, bridging design and engineering to improve fidelity and implementation speed.