



SUMMARY

Senior product designer who takes products from user interviews to shipped frontend code. Seven years across B2B and consumer SaaS. I build my own AI tools to speed up the handoffs between research, design, and development.

SKILLS & EXPERTISE

Generative AI Experiences · AI Design · AI Product Strategy · Platform & Design Systems
Cross-Functional Leadership · Executive Stakeholder Management · Startup Product Design

PROFESSIONAL EXPERIENCE

SouthEast Bank

Product Designer

San Francisco, CA
March 2025 - Present

- Designed the bank's first customer-facing deposit flow, scoping a 3-product concept down to one when engineering ruled it out, and shipping the intake customers use today.
- Owned the funding step and every failure state in it, from invalid KYC to failed bank links and multi-day pending transfers.
- Built a fixed-versus-variable loan calculator after student interviews traced dropoff to rate confusion, reaching 80% adoption in its first month.

MDSV Capital

Product Designer

Palo Alto, CA
February 2023 - January 2025

- Digitized equestrian show entry and results, replacing paper workflows and cutting fulfillment errors 35%.
- Rebuilt onboarding around AI-powered age verification, dropping abandonment from 51% to 20%.
- Designed a real-time investor dashboard that lifted engagement 40% in 6 months and doubled data room requests.

Underbelly

Lead, Product Design

Salt Lake City, UT
March 2021 - January 2023

Creative agency with design, marketing, development, and video production under one roof.

Slide

Product Designer

Salt Lake City, UT
June 2022 - October 2022

- Led a Google Ventures design sprint with Slide's executive team, securing a \$300k contract extension and the greenlight to design their claims application.
- Designed the self-service claims intake and its edge cases, cutting the average claim from a 20-minute phone call to 8 minutes online.
- Shipped a flow that processed 10k+ claims in 4 months, took 45% of claims off the phone, and supported Slide's \$35M raise.

Square

Product Designer

Salt Lake City, UT

September 2021 - December 2021

- Traced a spike in seller-reported phishing to Square's own email templates, where every department had built its own and no two looked alike.
- Componentized those templates into 7 thematic buckets with the design system team, migrating the highest-volume emails first to drive voluntary adoption.
- Designed sender identity rules and the hard cases, covering dynamic content, plain-text fallbacks, and emails that read as legitimate with images blocked.

Facebook

Product Designer

Salt Lake City, UT

April 2021 - September 2021

- Designed notification settings for admins running 3+ Pages, who received everything in one stream and missed comments needing a same-day answer.
- Defined which profiles an admin hears from and which notification types come through, including defaults for the majority who never open settings.
- Validated filtering and sorting concepts through internal critique and A/B testing, shipping as Cross-Profile Notifications.

EDUCATION

General Assembly

UX/UI Design

Los Angeles, CA

August 2019 - November 2019

California State University, Los Angeles

B.S Nutritional Science

Los Angeles, CA

September 2013 - May 2018