

## 12+ years of experience in end-to-end product design, 0-to-1 startup methodology, and company-wide team leadership.

### Experience

#### Principal Designer at Hero Journey Club Sep 2024 – Jan 2026

- Owned product and brand design across all experiences and new projects.
- Launched multiple core and AI products: youth mental health program, audio chat platform, parent support chatbot, narrative mental health game, conversational NPCs, and social skills practice tool.
- Drove company-wide initiatives and applications of new technology through product development, user research, SME input, art direction, branding, marketing, video, and partnership support.
- Collaborated directly with CEO and leads team to scale youth program to \$7.5M in first year.

#### Senior Product Designer at Dictionary.com Apr 2023 – Apr 2024

- Led cross-functional teams for new subscription offerings, sponsorships, and other redesign projects.
- Played a key role in setting strategic direction, leading discovery sessions, and prioritizing features.
- Managed stakeholders to translate broad problems into specific solutions.
- Drove growth and collaboration, mentored team members, and assisted in hiring and coaching designers.
- Launched a \$5/month ad-free subscription, boosting signups by 20%.
- Redesigned newsletter for 2M subscribers, increased CTR by 15% and secured 6 sponsorship deals.

#### Lead Product Designer at MagicBus Jun 2021 – Apr 2023

- Directed end-to-end product design, including complete overhaul of rider and administrator apps.
- Established design culture, conducted user research, and created iterative prototypes.
- Refreshed brand identity and implemented first design system across all mediums.
- Increased user engagement by 30% and reduced vanpool program management efforts by 75%.

#### Product Design Lead at RevRoad Aug 2017 – Jun 2021

- Launched 30+ startup MVPs, collaborating directly with founders on requirements, strategy, and UXR.
- Contributed to a 400% increase in company success rates across 20+ industries such as edtech, social media, consumer electronics, hiring, compliance, ecommerce, financial planning, publishing, and more.
- Coached junior designers on design and marketing projects.

#### Creative Lead at Stage Marketing Feb 2017 – Aug 2017

- Created 50+ branding, print, and web design projects, cultivated long term client relationships, and supervised a team of web designers. Guided teams through complex marketing and design challenges.

#### UX Designer at 2nd Story Capital Sep 2015 – Apr 2017

- Provided comprehensive design oversight and strategy for 12+ investments and portfolio companies. Delivered product design, brand identity, print, and interior design work, including 1 successful exit.

### Skills

#### Design

Product design, user research, design systems, prototyping, brand identity, video, marketing

#### Technical

Figma, Sketch, Webflow, HTML, CSS, Adobe Suite, Google tools, Notion, Slack, Jira

#### AI/ML

Claude, ChatGPT, ElevenLabs, custom GPTs, vibe coding

### Education

Brigham Young University Bachelor of Arts, Graphic Design