

Product designer with 10+ years owning end-to-end design across B2B SaaS, AI-native products, and new verticals in lean, fast-moving environments.

Experience

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

- Owned end-to-end design core for teen mental health platform and parent-support experience.
- Launched multiple mission-critical conversational AI products.
- Led acquisition & retention enhancements to 3x conversion rate and 2x lifetime value.
- Built and evolved a complex design system across teen, parent, guide, and admin surfaces.
- Collaborated cross-functionally with product, clinical, AI/ML, curriculum, engineering, and marketing.
- Translated therapeutic frameworks into scalable interaction patterns.
- Regularly presented design strategy to senior leadership, investors, and stakeholders.
- Mentored one junior designer from component work to full feature ownership within 6 months.

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

- Owned end-to-end design of core B2B ridesharing product across web and mobile.
- Partnered with cofounders to shape product strategy and prioritize highest-impact work.
- Designed enterprise admin dashboard, cutting task completion time by 75%.
- Conducted customer discovery interviews to ground roadmap in real workflows.
- Established company's first design system and drove alignment across engineering and product.

Design Cofounder at Parallel Nov 2017 – Sep 2021

- Built user-centered design culture from day one and shipped full 0-1 social media platform.
- Ran ongoing design sprints & discovery sessions to iterate core mechanics.
- Managed product strategy as primary decision-maker alongside engineering cofounder.

Product Design Lead at RevRoad Aug 2017 – Jun 2021

- Led end-to-end design for 30+ founding teams from concept to MVP launch.
- Achieved 4x higher Series A rate for portfolio companies with full design engagement.
- Built reusable design sprint framework, cutting time to launch from 6 months to 6 weeks.
- Supervised and mentored junior designers within accelerator and portfolio teams.
- Covered 30+ industries including edtech, social media, consumer electronics, hiring, compliance, ecommerce, financial planning, publishing, and more.

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

- Led design strategy and execution across 12+ portfolio companies, including 1 acquisition.
- Introduced user-centered design practices at each company.
- Built trust with founding teams as a strategic design partner influencing product direction.

Skills

Design

End-to-end product design, design systems, design strategy, prototyping, brand & 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