

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

- Full design ownership over teen mental health platform and parent support experience
- Collaborated cross-functionally with executive team, product leaders, clinicians, AI/ML, engineering, and marketing to translate effective therapeutic frameworks into scalable, engaging consumer experiences
- Launched business-critical AI products, including a personalized companion app, narrative/conversational NPCs, and multiple social skill practice tools
- Key player in acquisition & retention projects, resulting in 2x LTV and 3x CVR
- Developed and maintained a complex design system across all product surfaces
- Mentored junior designer from component work to full feature ownership in less than 6 months
- Integrated AI across workstreams to accelerate delivery and improve outcomes

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

- Led cross-functional design across new verticals, subscriptions, onboarding, and sponsorships
- Key player in leading discovery sessions, prioritizing features, and positioning company for acquisition
- Worked alongside product leads to rapidly translate vague ideas into actionable designs
- Drove growth and collaboration, mentored team members, and assisted in hiring and coaching designers
- Launched an ad-free subscription with improved onboarding, 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
- Established company's first design system and drove alignment across engineering and product
- Partnered with cofounders to shape product strategy and prioritize highest-impact work
- Designed enterprise admin dashboard, cutting industry-standard task completion time by up to 75%
- Conducted frequent user discovery interviews to ensure roadmap alignment

Design Cofounder at Parallel Nov 2017 – Sep 2021

- Managed product strategy as primary decision-maker alongside engineering cofounder
- 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 and increase DAU

Product Design Lead at RevRoad Aug 2017 – Jun 2021

- Owned MVP design for 30+ founding teams through concept, launch, and iterative enhancement
- Solved user problems across many industries including edtech, social media, consumer electronics, hiring, compliance, ecommerce, financial planning, publishing, and more
- Helped achieve 4x higher Series A rate for portfolio companies over 24-month engagements
- Developed internal 0-1 design sprint process, decreasing time to launch from 3 months to 6 weeks
- Supervised and mentored junior designers within accelerator and portfolio teams

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

- Led design strategy and execution across 10+ portfolio companies, including 1 acquisition

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 2013