

Blending design execution with strategic thinking to create world-class experiences

PROFESSIONAL EXPERIENCE

Joby Aviation | San Carlos, CA

SENIOR PRODUCT DESIGNER

APR 2021 – PRESENT

- Currently leading design and user research of the Air Taxi Operations platform
- Shipped 3 new apps for flight crew (pilots, operations personnel, and aircraft technicians)

LitLingo | Remotely from CA

SENIOR PRODUCT DESIGNER

MAY 2020 – MAR 2021

- Led design of AI language assistant; shipped add-on to multiple platforms (Gmail, Zendesk, Slack)
- First designer on staff. Played an integral role in user research efforts with initial customers, rapidly incorporated learnings into product design iterations
- Inspired new brand aesthetic through creative sketching and other visual style exploration

Uber | Palo Alto, CA

PRODUCT DESIGNER (CONTRACT)

MAR 2020 – MAY 2020

- Delivered UX/UI for geospatial mapping tool; quickly ramped up on complex airspace subjects
- End-to-end design solution included inspiration boards, interactive prototype, and final mocks

Ten-X Commercial (Auction.com) | Remotely from CO, FL, CA

PRODUCT DESIGNER / PRODUCT MANAGER

DEC 2018 – NOV 2019

- Led cross-functional scrum team of 10 to redesign an online real estate auction; sped up transaction time and increased bidding activity from webpage that serves 70,000 MAUs
- Pitched and managed new “listing builder” product for white-label business model. Managed roadmap and led team through design and development
- Mentored design intern, providing numerous opportunities to present work in larger forums, engage with development teams, and connect to leadership for growth.

PRODUCT DESIGNER

OCT 2015 – DEC 2018

- Designed a responsive, high-definition image browser for real estate investors and validated its effectiveness with user testing; observed 600% increase in user engagement
- Conducted extensive primary research to understand auction contract operations, outlined user needs, facilitated ideation sessions, and delivered functional design prototypes
- Strengthened design culture by organizing peer critiques, and introducing artifacts that spark new perspectives, such as journey maps enriched with user analytics

Google.org Make-a-thon | San Francisco, CA

RESEARCHER, DESIGNER, DEVELOPER

AUG 2015 – SEP 2015

- Led user research to understand the problem of pressure ulcers among wheelchair users
- Facilitated team exercises to share learning, identify patterns, and ideate divergent solutions
- Prototyped concepts rapidly to test ideas for ‘Smart Seat’ and seek feedback from potential users
- Recognized with awards for innovation and self-manufacturing from Google.org and TechShop

Orboros (Boost VC) | San Mateo, CA

CO-FOUNDER

AUG 2014 – DEC 2014

- Earned 1st place in Bitcoin hack-a-thon for Blockchain visualization tools; secured seed funding
- Conducted market research and 30+ interviews to understand needs in emerging crypto space

University of California | Berkeley, CA

RESEARCH ASSISTANT

MAY 2014 – AUG 2014

- Designed and developed an online dashboard to visualize activity from wearable devices; app was used to study patient & health coach conversations; published in Pervasive Health 2015

NetApp | Sunnyvale, CA

SOFTWARE ENGINEER

FEB 2009 – JUL 2013

- Shipped many improvements to lab management system, including visualization module that simplified the user experience of space allocation and planning

Zoran | Burlington, MA

QA ENGINEER (CO-OP)

JUL – DEC 2006, JUL – DEC 2007

New England Controls | Mansfield, MA

QA ENGINEER (CO-OP)

JUL – DEC 2005

SKILLS

User Research
Information Architecture

Wireframes
Prototypes

Figma, etc.
HTML/CSS/JS

EDUCATION

University of California, Berkeley | Masters of Information Management and Systems

2013 – 2015

- Focus on user-centered design & research methods

Northeastern University | B.S. Computer Engineering

2003 – 2008

EXTRA

Mentor at UC Berkeley | Remotely from CA

2021 – PRESENT

- Volunteering as an alumni mentor to current students interested in design careers

10BooksAHome | East Palo Alto, CA

2013 – 2014

- Volunteered as a tutor, improving literacy of pre-K children from low-income families

Ironman | Lake Tahoe

2013