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Principal Product Designer — Netflix

Leading new product concepts for the future of Netflix.

2018 · 4.5 years

- Product strategy: visualize and document short and long term product vision.
- Hiring: define interviewing process, creating JD's, recruiting, hiring, and debriefing.
- Managing: reviews, mentoring, and enabling personal growth.
- Team building: project team growth and needs,
- Creating culture: create a team/org culture of productivity, energy, and mental well being.
- Product incubation: identify next major investments, visualize and pitch to execs.
- Design systems: identify new design and navigation patterns for the broader design team.
- Cross-team collaboration: ensure awareness and insight for alignment on priorities.
- Remote collaboration: build team best practices, awareness, and strengthen unity apart.
- Design: deliver simple, yet compelling designs and prototypes driving a greater UX.
- Product launches: Netflix Editorial, Coming Soon, Global Navigation, Messaging, and more.

Principal Product Designer — Facebook

Leading the future of social and video for the next billion people.

2013 · 5 years

- Team building: interviewing, hiring, and mentoring designers to build strategic teams.
- Leadership: communicate and pitch Zuck and other top leadership on product direction.
- Future initiatives: driving initiatives and building teams around what's next.
- Facebook Live: incubated early concepts and further integration into Facebook.
- Watch tab: leading concept through launch, including shows and interactive formats.
- 360 videos: incubated early conceptual designs, extension to Apple TV and other surfaces.
- Instagram: informed video channel execution, lead Facebook and Instagram integration.
- News Feed: designed new story formats, platform product integration.

- Video channels: identified opportunity for video ecosystem, drove massive revenue gains.
- Hello app: lead design on new app concept for Android, integration with Messenger.
- Login platform: integrated key privacy designs to provide more control on third party apps.
- Messenger: designed and integrated sharing ability with images and attachments.
- Like button: designed new Like button and its integration into third party apps natively.
- TV: led initial concept and creation of the platform, identifying product opportunity.



Lead Designer on Windows Phone and XBOX — Microsoft

Lead app and incubation design across the multi-device ecosystem.

2011 · 2.5 years

- Mentoring: work regularly with more junior designers on best leveraging their talents.
- Entertainment: lead music, video, games, and podcasts on the Windows Phone.
- XBOX: lead meaningful second screen experiences across the entertainment ecosystem.
- Partner apps: lead design and collaboration with: Pandora, Twitter, Sonos, and YouTube.
- Product incubation: · leverage research to drive incubation on new products and features.
- Design systems: drove new design standards across XBOX, SmartGlass, phone, and Skype.



Product Designer — TiVo

Design leading marketing, brand, and product initiatives.

2010 · 1 year

- App design: design new app experiences that speak to the brand standards.
- Design partners: collaborate with partner companies, such as: Netflix, Hulu, and Pandora.
- Web design: design new and enhance existing UX flows and visual design to drive sales.



Product Designer — Thomson Reuters

Lead new product design and development efforts for the next big system.

2008 · 3 years

- Top initiatives: lead top company initiatives for new product development.
- Top leadership: leverage effective storytelling to communicate to CEO and leadership.
- New product development: design the next version of a three billion dollar system.

Sr. Interactive Designer — Faegre & Benson

Provided creative services for cases, marketing, and branding.

2007 · 2 years

Designer and Animator — Hoffman Communications

Provided creative services to clients and partners.

2006 · 1 year

Technical Capabilities

Design: Figma, Sketch, Photoshop, Illustrator

Prototyping: Origami, Figma, and more.

Animation & Editing: After Effects, Premiere Pro, Screenflow

Presenting: Keynote, Google Slides, and more.

Education

University of Wisconsin-Stout

Bachelors Degree, Multimedia Design, 2006

Minor in Digital Photography, 2006

UCLA

Film, Television and Digital Media, Cinematography, 2004

Honors and Awards

Excellence in Execution Award, Commendations for Accomplishments from CEO, EFFIE Gold Award, Telly Award

References

Available upon request