

SUMMARY

Product designer with deep experience turning ambiguous enterprise challenges into clear, human-centered digital experiences. Shipped product across consumer tech, enterprise SaaS, healthcare, energy, and financial services. Currently leading design for the AI & Automation pillar of **Meta CRM**; previously owned Core Experiences for **Meta Business Suite** at a \$1.4B revenue run-rate. Thrive at the intersection of strategy, research, and craft.

EXPERIENCE

2024 — Present

Meta

Senior Product Designer · Meta CRM

Leading design for the AI & Automation pillar of Meta CRM — shipping intelligent workflows that power Meta's global Sales teams. Drove a 75% gain in client-engagement logging efficiency and 83% more client video engagements via AI, alongside a 53% reduction in search task completion time.

2022 — 2024

Meta

Product Designer · Meta Business Suite

Owned the Core Experiences pillar for a platform serving 37M+ monthly active businesses and 1.2M advertisers at a \$1.4B revenue run-rate — designing the daily social and ads management surfaces SMBs rely on to grow. Redesigned MBS Home and drove a 40% lift in weekly active users; led the Ads Slider Calculator, which was adopted across additional Meta Ads surfaces; drove the cross-platform CoreX advertiser journey map used in leadership roadmapping.

2019 — 2022

Radical Design Co.

Design Principal

Led UX research, strategy, and conceptual design across high-profile clients — including Florida Power & Light's economic-development tools (1,000+ daily users) and Texas Health's patient experiences (+22% satisfaction). Built out the UX team in parallel with client delivery.

2019 — 2020

Y Media Labs

Senior Designer

Drove service design for State Farm (Becky AI, Photo Capture Assistant, mobile app) and led the HCA Healthcare nurse-engagement mobile app to 85% user engagement. Partnered with Spirit Airlines, GameStop, and others.

2013 — 2018

Earlier Roles

Rightpoint · Fjord / Accenture · IBM

Grew my design career as Design Lead at Rightpoint, Senior Interaction Designer at Fjord / Accenture, and UX Designer at IBM — shipping work for Mitsubishi, RoundPoint Mortgage, FPL, Celebrity Cruises, Coca-Cola, T-Mobile, and IBM Cloud.

EDUCATION

M.S. Human-Computer Interaction

Georgia Institute of Technology
Atlanta, GA
May 2013

B.S. Computational Media

Georgia Institute of Technology
Atlanta, GA
Dec 2010

CAPABILITIES

DESIGN

UX & Interaction Design, Visual & UI, Design Systems, Prototyping, Information Architecture

RESEARCH & STRATEGY

User Research, Stakeholder Facilitation, Service Design, Journey Mapping, Business Model Design

CRAFT & COLLABORATION

Figma / FigJam, Cross-functional Leadership, Design Critique, Accessibility, Agile / Lean UX

CODE & AI

HTML / CSS / JS, Figma Make, Claude Design, AI-assisted Prototyping, Design Engineering

ACCOMPLISHMENTS

Tree Map Mobile Manipulation

Patent US20140351730 · 2013

Exposing Fragment Identifiers

Patent US20160078144 · 2013

Confidential Route Monitoring

Patent US11054266 · 2013

Project Planner for Meta

Hackathon — 1st Place · 2022