

WORK EXPERIENCE

Product Design / Software

Intuit / Product Design Manager, QuickBooks // 2022 – Present

Mountain View, CA

- Lead the design team for QuickBooks cross-platform insights and dashboards
- Built the shared dashboard framework: KPI widgets, notifications, reusable components
- Cut design-to-development delivery time 40% across product teams
- First-time-use dashboard templates lifted feature activation 17%
- Customer sentiment on insights rose from 38% to 87% positive

Intuit / Principal Product Designer, QuickBooks Mobile // 2020 – 2022

Mountain View, CA

- Lead designer for Proactive Insights and Live Bookkeeping on iOS and Android
- Proactive Insights framework: 30% open rate, second only to bookkeeper reminders
- Live Bookkeeping mobile integration, connecting customers with experts in-app
- Built an internal tNPS feedback system that surfaced bugs and UX gaps

Intuit / Principal Product Designer, QuickBooks Self-Employed // 2017 – 2020

Mountain View, CA

- Onboarding, upgrade journeys and COVID-19 relief tools, native and web
- "Get To Know Me" onboarding flow — stronger personalization, higher engagement
- PPP Forgiveness Estimator, shipped during the pandemic
- Brought Lottie animation to web and mobile, with a shared library and tooling
- SAY+DO analytics framework: behavioral data and customer sentiment in decisions

Visual Design / MMI

GoPro / Senior Visual Designer, UX // 2016 – 2017

San Mateo, CA

- Full UI for the HERO5 Black — first GoPro with a fully localized UI, nine languages
- Visual design standards and a repeatable pipeline with engineering and localization
- GoPro Hero Award for impact on product readiness and global user experience

BMW Group Designworks / Lead UI/UX Designer // 2011 – 2016

Newbury Park, CA · nine months abroad coordinating global design teams

- BMW i8 production gauge cluster — Lead Designer
- BMW M Performance app — Lead Designer
- BMW Wallbox Pro electric charger — Lead Designer
- BMW Advanced Design digital brand experience — Lead Designer
- BMW 2016 CES Future of Interaction — Designer / Animator
- BMW Interaction of the Future strategy project — UX Lead
- BE Aerospace digital seat interface — Lead Designer
- SKF vibration-analysis software — UX research and concept
- HP printer brand experience · Adaia tough phone — Senior Designer
- BMW i3 / i8 and ConnectedDrive show cars — Senior Designer / Animator

Nokia / Brand and User Interface Design // 2004 – 2005

- Product branding and interfaces for N-Series, PC Suite and N-Gage
- Visual graphics for the 360° dome of Nokia's 2004 N-Gage E3 exhibit

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Product / Motion + Brand Design

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WORK EXPERIENCE

Advertising + Motion

Apple / iMovie 2011 sports-graphics concept — Senior Designer // 2009
TBWA\Chiat\Day / Nissan Leaf campaign pitch — Senior Designer & Animator // 2009
TBWA\Chiat\Day / Lucky Brand Jeans rebrand pitch, won the account // 2008
Nicktoons / network rebrand — Art Direction & Concept // 2010
Eagle Eye (feature film) / interface and ARIIA vision design // 2008
ESPN / Monday Night Football interfaces and information graphics // 2006
Mercedes-Benz / auto-show media wall // 2008
Time Warner Cable / commercial campaign // 2008
Samsung / Times Square brand film // 2007
Z-Trip / Coachella concert visuals // 2010
Vans / skate commercials // 2004
Wieden+Kennedy Tokyo / Sony AiwaWorld webmercials // 2003

AWARDS

GoPro Hero Award — HERO5 Black localized interface // 2017
BDA Gold Award — Nicktoons rebrand // 2010
ADC Young Guns 4 — Wieden+Kennedy Tokyo / AiwaWorld // 2005
One Show, Silver — Wieden+Kennedy Tokyo / AiwaWorld // 2005

EDUCATION

Art Center College of Design — BFA Graphic Design, Interactive & Motion // 1999 – 2003

RELATED SKILLS

Product — UX Strategy · Systems Thinking · User Research · Design Systems
Product Discovery · Cross-Platform Architecture
Leadership — Team Scaling & Mentorship · Cross-Functional Alignment · Design Operations
Product Vision · Executive Stakeholder Management
Domains — SaaS · Automotive · Consumer Electronics · Advertising
Motion — After Effects · Lottie · Cinema 4D
Tools & Tech — Figma · Adobe Creative Cloud · Claude Code · Codex · HTML / CSS / JavaScript