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RESUME V.2026

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I SUMMARY

Product design leader and 0-to-1 player-coach with 15+ years shaping commerce, consumer, and AI-native products at *Product.ai, Square, Cash App, TikTok & Spotify*. Equally comfortable leading 15-person global design teams at *billion-dollar scale* and shipping 0-to-1 AI products through *agentic, direct-to-code workflows*. I thrive in spaces that are *undefined.*

II EXPERIENCE

JUL 2026 - PRESENT

Product.ai

JUL 2026 - PRESENT

Founding Product Designer

Operated as the sole consumer design leader and hands-on builder, owning 0-to-1 AI product strategy, live user research, design systems, and direct-to-code production interfaces.

- Refocused the company roadmap around *core business strengths* after personally running foundational research showing 60%+ of shoppers wanted high-trust claim verification rather than another AI shopping chatbot.
- Designed, coded, and shipped the *0-to-1 AI shopping and claim-verification experience* across 48 direct-to-code iterations and 30+ merged production PRs, translating multi-model AI pipelines into clear mobile and desktop interfaces.
- Architected a *machine-readable design system in code*: a 66-state component library, token architecture, and automated lint gate used directly by engineers and AI coding agents to build consistent interfaces.
- Redesigned the core merchant store page for the company's *$20M/yr revenue engine* and ran *24+ live moderated usability sessions* to invert the AI output hierarchy around how real shoppers evaluate proof.

SEP 2024 - MAR 2026

Block / Square · Cash App

APR 2025 - MAR 2026

Head of Conversation Design, Square

Led a 15-person org (including Principal Designers and leads) defining Square's AI-native seller experience, shipping Managerbot — a proactive AI COO layer across Square.

- Directed *interaction design, information architecture, and conversation systems* for AI-native agent surfaces at Square, setting the standard for human-AI UX at scale.
- Built the *context pipeline* and model documentation required for consistent, high-quality UX across AI-generated experiences.
- Established design as the *product quality bar* across AI, product, research, and engineering, aligning model behavior with real seller workflows.
- Built and scaled an *unled 15-person design org* from the ground up, realigning the discipline around Square's top AI and commerce priorities.

SEP 2024 - MAR 2025

Head of Content Design, Cash App

Led 14 designers and Principal leads shaping end-to-end user journeys, information architecture, and onboarding and retention flows across Cash App's banking and commerce surfaces.

- Directed the UX and content strategy shifting Cash App's core experience beyond P2P into *banking and lending*, key revenue drivers for the business.
- Increased direct deposit usage by *25%* while expanding financial features including parental controls, paycheck distributions, overdraft coverage, and an AI financial advisor.
- Grew active card users by *20%* by partnering across product, brand, and marketing to reposition Cash App Card as a primary banking solution.

MAY 2023 – SEP 2024

TikTok

MAY 2023 – SEP 2024

Senior Manager, Product & Content Design

Led a global team of 15 product and content designers (including Principal leads) for TikTok Shop, launching the US direct-to-consumer commerce experience from 0 to 1.

- Shipped on-platform shopping from *0 to 1 in the US* and expanded the experience across *8 global markets*, generating *$1B+ in first-year GMV*.
- Built the user *signal pipeline* between creator and consumer behavior and iterative design, establishing quality standards that scaled across global markets.
- Designed the *end-to-end buyer marketplace*: search, feed discovery, recommendations, personalization, *live shopping*, carts, and checkout.
- Advocated for *trust-first design* in a high-conversion environment, navigating the tension between engagement incentives and honest product presentation.

AUG 2017 – FEB 2023

Spotify

FEB 2021 – FEB 2023

Product Design Manager, Spotify for Artists

Led product and content designers on Fan Commerce, a new product area for artists to connect with and monetize their fanbase.

- Shipped a commerce experience that *81% of fans* enjoy and *80% of artists* want to use, plus a commerce integration on-platform.
- Managed cross-functional design across a *50-person product area*, partnering with tech, research, and product leads.
- Drove the *design vision and OKR strategy* for the full Fan Commerce product area.

JUN 2018 – JAN 2021

Senior Content Designer, Spotify for Artists

Designed core platform, access, and analytics experiences for 5M+ artists, labels, and music teams worldwide.

- Redesigned the *Spotify for Artists home and IA* for 5M+ creators, making streaming and audience data actionable at every career stage.
- Designed multi-user team management, *access, and permission systems* for artists, labels, and global music teams.
- Self-initiated and scaled Spotify's first *civic voting initiative*, uncovering underutilized in-app messaging infrastructure to drive the largest social impact campaign in company history.

AUG 2017 – MAY 2018

Content Designer, Spotify

Designed self-serve advertising and Freemium-to-Premium acquisition, conversion, and retention experiences across Spotify's core revenue engine.

- Designed a new *Premium conversion tab* on Spotify Free that drove a *2.4% conversion lift* and *$50M in Year-1 revenue*.
- Launched *Spotify Ad Studio* — Spotify's first self-serve ad product — and redesigned *logged-out pages* to boost conversion and SEO performance.

III
TOOLS

Claude Code · Antigravity · Cursor · V0 · Claude Design · Claude Cowork · Gemini · Custom GPTs · Figma

IV
EDUCATION & TEACHING

Parsons School of Design
MFA TRANSDISCIPLINARY DESIGN
ADJUNCT FACULTY, DESIGN STRATEGY

University of Washington
BA WITH HONORS, COMPARATIVE HISTORY OF IDEAS