

Designed and managed remotely for 10+ years building close relationships between Product, Design, and Engineering.

Head of Product Design

Smith.ai

Present

I recently delivered a product that transformed the company from providing software-assisted services with manual setup to automated self-signup and product-led growth.

I encourage my team to take ownership of their work and make decisions, focusing on outcomes rather than directing every step. Autonomy comes with accountability and I set clear expectations. Together we work on their goals and professional development.

I help designers unlock their potential by encouraging them to focus on more than just pixels.

Previously, I have led initiatives such as engineering-owned design systems that informed design strategy and improved cross-team collaboration, and I am implementing them again at Smith. Additionally, I've consistently played a key role in improving design operations; specifically the Product/Design/Engineering project shaping, sizing, and planning process.

Lead Product Designer

Smith.ai

September 2021 - January 2023

I developed internal tools to enhance AI-driven interactions, which gave me a strong understanding of LLMs, prompt engineering, and conversational design.

I increased revenue through strategic conversion design, leading to the company's most successful month. I led multiple high-impact projects, resulting in outcomes such as 30% fewer human errors, more intuitive billing, thoughtful automation, and improved overall usability.

Senior Product Designer

Close

February 2017 - August 2021

As the first design hire, I played a central role in all major feature initiatives, directly contributing to scaling the business to \$10M ARR with a company size of only 18.

I learned to approach design from a product perspective, expanding beyond my previous knowledge to consider both user experience and business goals. I reduced churn through improved cancellation flows and led the automation of sales calls and tasks as part of a year-long project which is now a core part of the product's market differentiation.

Senior Designer

Etch

June 2012 - October 2013

I led a 3-person design team and an engineer, developing products for businesses and entrepreneurs. I worked directly with clients to understand their needs and deliver solutions within their budgets. I managed client projects while another team focused on internal product development.

Interaction Designer

Red Bullet

June 2010 - June 2012

I delivered landing pages, e-commerce experiences, and complete web design projects. I handled engaging with new clients (and their customers) to design, prototype, and ship solutions—pushing the boundaries of what was possible during the early days of the web.

Freelance Designer

Simple Bit Design

May 2014 - Present

Freelancing alongside my full-time roles has enabled me to tackle a diverse range of new challenges.

Over the past 10 years I've increased mobile conversions by over 1000% for e-commerce sites, improved usability for macOS desktop apps, and I've collaborated with companies like the BBC, ASOS, and Dell on various projects.

I continue to consult for some of my earliest clients.