

Strategic Product Designer with a systems mind, trusted by growth-stage startups and Fortune 500s to lead high-impact digital experiences.

TailorCare Senior Product Designer - 2023-present

Redesigned and scaled patient intake across web and mobile, improving operational efficiency and patient clarity in a hybrid care model.

- Led design of ThreadWell, a self-serve digital intake that reduced Navigator time with ineligible patients by 75%, enabling a 20% increase in time with high-value patients
- Collaborated cross-functionally with Product, Clinical, and Engineering leads to streamline onboarding and enhance accessibility
- Maintained an NPS score of 80+ while expanding the experience beyond clinician-led phone intakes

Flow Inc. Senior Product Designer - 2021-2023

Owned design strategy, systems, and execution for a \$20M Series A startup building data workflows and dashboards for private equity firms.

- Built Flow's foundational design system in Figma and drove cross-functional adoption across Product and Engineering teams
- Conducted qualitative research and user interviews to guide iterative UX improvements, reducing support tickets by 40%
- Led and mentored a team of senior designers; defined standards, conducted design critiques, and improved team velocity

Achieve Internet Senior Lead UI/UX Designer - 2019-2021

Led design initiatives for clients across banking, fintech, and enterprise SaaS, delivering high-impact redesigns and strategic UX improvements.

- Directed the end-to-end redesign of Experian's global developer portal, streamlining onboarding and increasing developer engagement
- Balanced stakeholder needs, technical constraints, and user goals to solve for large product catalogs, multi-tenancy, and onboarding flows
- Managed and mentored junior designers while serving as internal design liaison to major accounts like Experian and Envestnet/Yodlee

Jack Henry & Associates Web Designer - 2013-2019

Designed responsive banking websites and platforms for financial institutions, improving usability while aligning with business needs.

- Delivered 12-15 full redesigns concurrently, maintaining quality and client satisfaction across a high-velocity workload
- Supported team development through live design reviews, workflow coaching, and process optimization
- Presented design strategy and deliverables to clients, including executive and C-level stakeholders, to secure buy-in and alignment

Passions Other Than Design

- Outside of graphic design, my passions include flying homebuilt FPV quadcopters, aerial photography, and being a Part 107 pilot. I also enjoy woodworking, working out, and gardening/bonsai as hobbies.