

SUMMARY

Principal product designer with 11+ years spanning healthtech, fintech, and enterprise SaaS — from founding designer at early-stage startups to design lead on Fortune 500 engagements. A systems thinker who works across the full stack of design: end-to-end UX research, interaction design, visual craft, and scalable design systems. Deep experience in complex, high-stakes domains including clinical patient-facing mobile apps, financial tooling for consumers & corporations, and fraud detection, focusing on translating ambiguity into intuitive, research-validated products that ship and scale.

EXPERIENCE

Founding Designer & Principal Designer • Cambio • 2024 – Present

- First and founding designer (employee #9) at a Series A fintech/proptech startup; built and scaled the entire design function from zero as the company grew from seed stage to ~\$7M ARR.
- Led end-to-end product design for all platform modules, including sustainability (ESG) reporting, capital planning, and asset management — from discovery and user research through interaction design, prototyping, and launch.
- Architected Cambio's design system from scratch including components, tokens, and usage guidelines; working closely with front end engineers to ensure the system is easy to access between design & engineering.
- Established core design operations: UX research practice, usability testing, journey maps, user archetypes, and design strategy documentation.
- Partnered with GTM, sales, and engineering using high-fidelity Figma prototypes to co-create features with enterprise customers, directly supporting retention and ARR growth.
- Owned all marketing design — website, conference materials, and brand assets. Hired 4 team members; directly managed design team.

Principal Interaction Designer & Associate Design Director • frog • 2019 – 2024

- Promoted from Senior Designer to Principal and Associate Design Director; primary design lead across healthtech, fintech, and mobile consumer engagements for Fortune 500 clients and high-growth startups.
- Led 0-to-1 clinical patient-facing mobile app design for UCB (pharma), Hoag Medical Group, and University of Chicago Cancer Center, driving end-to-end UX research, IA, and interaction design.
- Designed earned-wage access mobile app for PayActiv (fintech) from scratch to launch, conducting discovery research and building end-to-end experience for underserved hourly workers, helping drive rating from 2.5 to 4.7 in app store (75k ratings)
- Designed AI-powered K–4 math learning platform for McGraw-Hill's ALEKS, expanding the product's supported grade range; also built teacher-facing data dashboards for classroom progress tracking.
- Led Rakuten's design system redesign and established a governance model and component library still in active use; redesigned mobile onboarding flow.
- Conducted 100+ user interviews across client engagements; contributed UX research, archetypes, journey maps, and conceptual designs for new consumer product lines at major media and technology clients including Meta and Netflix (NDA).
- Additional clients include: Johnson & Johnson, AT&T, Burger King, Cornerstone.
- Managed 2 designers; mentored 3 additional designers through Women in Design and Hexagon Design mentor programs.

Product Designer II • Clover Health • 2018 – 2019

- Led end-to-end design for consumer healthtech portfolio; designed and launched My Clover, Clover Health's first consumer mobile app, through interaction design, prototyping, and moderated usability research.
- Shipped medications management feature within My Clover; built design system and component guidelines adopted across a 10-person design team.

Product Designer • Sift Science (Sift) • 2014 – 2018

- Sole product designer for 3 years; owned all UX and visual design for the Console — primary customer-facing interface for fraud detection, review workflows, and ML-based automation.
- Designed complex data visualization and analytics dashboards from scratch; built full design system and visual language for the product.

Product Designer • Klout (Lithium Technologies) • 2013 – 2014

- Led visual and interaction design for Klout for Business; owned data visualization for the consumer app and led 20+ usability and discovery research sessions for Cinch iOS app.

SKILLS

Design: End-to-end product design, interaction design, mobile (iOS/Android) & web, data visualization, information architecture, prototyping, visual design, design systems, component libraries, working with AI/LLM/ML in product · **Research:** Usability testing, user interviews, moderated research, journey mapping, archetypes, card sorting, success metrics definition · **Tools:** Figma (components, variables, auto-layout, prototyping), Storybook, Claude, HTML/CSS

EDUCATION & RECOGNITION

University of California, Berkeley: B.A., Art History & Studio Art · Class of 2013 · **US Patent 9954879** — Systems and methods for dynamic digital threat mitigation (Apr 2018) · **1st Place, 2012 CA College Media Association** — Best Online Promotion · **2nd Place, 2013 AAF Regionals** · Bay Area Muralist (5 murals across Bay Area)