

I'm a multi-disciplinary product designer and design leader with 20+ years shaping experiences at scale — from wearables and IoT at Intel to marketplace platforms at eBay to cross-surface systems across Meta's family of apps.

I thrive at the intersection of craft and strategy: leading high-performing design teams, driving alignment across complex orgs, and pushing for work that is both rigorously designed and genuinely useful.

Lately, that means helping my Meta design team not just adapt to AI — but lead with it. From integrating AI-driven workflows into our design process to shaping how Meta communicates its GenAI tools to billions of users, I'm focused on making sure design has a strong, informed voice in the AI conversation.

Based in Portland, OR. Former New Yorker. I speak in pop culture references, I'm a terrible cook, and I once played electric guitar on tour with an aging rock band to pay for college.

DESIGN DIRECTOR FOR CROSS-META EXPERIENCES

October 2022 — Present

Leading a cross-functional design team working across Meta's family of apps — Facebook, Instagram, WhatsApp, Threads, and Messenger — with a focus on giving users and advertisers greater transparency and control over their experiences. Driving systems-level design thinking across one of the world's most complex multi-surface product ecosystems. Current focus: surfacing meaningful controls around Meta's GenAI tools for both consumers and advertising partners.



DESIGN DIRECTOR FOR FOCUSED CATEGORIES

June 2021 — October 2022

Directed the Focused Categories Design team, elevating shopping experiences for eBay's highest-engagement verticals — Collectibles, Luxury, Motors, Home & Garden, and Certified Refurbished. Applied emerging technologies including computer vision, AR, and ML to reimagine how enthusiast buyers discover, evaluate, and purchase specialty goods at scale.



SR. DESIGN MANAGER FOR SELLER EXPERIENCE

January 2016 — June 2021

Owned design strategy for seller experiences across native, web, and emerging platforms. Launched an ML-driven, camera-based listing tool that reimaged the core selling flow. Led a comprehensive overhaul of key seller touchpoints — including the end-to-end listing experience and the Seller Hub, eBay's self-service backend portal.



SR. PRODUCT DESIGNER FOR MOBILE & IOT PRODUCTS

July 2011 — January 2016

Led multi-disciplinary teams in the research, concepting, design, prototyping and production of cutting-edge experiences for Windows, Android, iOS, wearables and IoT. Worked on projects involving Artificial Intelligence, Conversational UI, cutting-edge sensor technologies, and industrial design. Led an in-house team in addition to several partnering agencies to assist in ideation and execution.



PRODUCT DESIGNER FOR INTEL LABS + GE

April 2008 — July 2011

Explored new usages, experiences and technologies for healthcare solutions for web, phone, tablet, and single-purpose devices.



DESIGN + CODING + CONSULT

January 2000 — July 2011



WEB + VISUAL DESIGNER

January 1998 — January 2000



CHECK OUT MY IOS APP

Direct Shot for iCloud

Available on Apple App Store
Design + coded myself

Over **40K downloads** across 70+ countries, reaching #1 in Productivity and #5 Overall in the Apple App Store.

ACCOLADES

- 3 Patents Awarded
- 2x Keynote speaker at Intel UX Conference
- Cooper Design Leadership training
- Adept at presenting design to CEOs, CTOs, VPs, and all levels of enterprise organizations

EDUCATION

- Computer Science & Engineering // SUNY Potsdam
- Son of an Art Teacher