



Senior Product Designer · UX & Product Strategy · AI-Native Prototyping & Building

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Summary

Senior Product Designer with 15+ years of experience designing B2B and B2C SaaS products in complex, data-rich domains. I lead discovery, research, and design systems while staying hands-on from concept through launch. I partner with product, engineering, and executive teams to turn user insights and business data into measurable outcomes. I use interaction design, prototyping, and usability testing to create clear product experiences, while applying AI-assisted tools and workflows to explore ideas and develop AI-enabled features.

Expertise

- **Product Strategy & Leadership:** 0-to-1 product development · Product Discovery · Product Strategy · Feature Prioritization · OKR alignment · Product-Led Growth · Go-to-Market Collaboration · Cross-Functional Leadership
- **UX & Design Systems:** Enterprise SaaS · Workflow Optimization · Systems Thinking · Data Visualisation · Information Architecture · Accessibility (WCAG) · Mobile and Responsive Design · Journey Mapping
- **Research, Analytics & Optimization:** Generative and Usability Research · Product Analytics · Data-Informed Decision Making · Customer Retention · SUPR-Q & NPS Programs Ownership · Data Synthesis and Reporting
- **AI & Emerging Practice:** AI-Powered Product Design · AI-Assisted Prototyping · Agentic Coding Workflows · AI Design Exploration · Rapid Concept Generation · AI Workflow and Reporting Integrations
- **Visual & Interaction Design:** Interaction & Motion · Typography & Iconography · Data Visualization · UI Design

Tools

- **Design & Interaction:** Figma / Figma Make · Sketch · Paper · Adobe CS · Lottie · Framer
- **AI Prototyping & Coding:** Claude Code · Codex · Cursor · DeepSeek · Conductor · Lovable · VO
- **Research & Analytics:** UserTesting.com · Maze · Dovetail · Tetra
- **Front-End and Frameworks:** HTML/CSS · JavaScript · React · Storybook

Experience

Senior Product Designer | Everyday Speech - Greater Boston Area, MA (Remote) | Oct 2024 – May 2026

- Redesigned customer-facing account administration so customers could manage permissions and user account updates independently, reducing support tickets by 50%.
- Led product discovery and design for internal communication and user-management tools, aligning teams on priorities and embedding user insights into development; contributed to a 25% increase in cross-departmental collaboration.
- Introduced an AI-assisted NPS and SUPR-Q workflow for survey deployment, analysis, and tailored reporting, helping clinical, support, design, and product teams prioritize improvements and increasing action on survey insights by 40%.
- Led discovery, user research, and AI-assisted prototyping for progress monitoring and reporting workflows; used AI to synthesize usability test findings and report insights that refined accessible designs for multiple user groups and helped shape the 2026 product roadmap.
- Defined design tokens and led adoption of a shared component library, reducing design-to-development implementation time by 60% during a company rebrand.

Senior Product Designer | Panorama Education - Greater Boston Area, MA (Remote) | July 2021 – June 2024

- Led product design for a web and mobile behavior-support suite combining progress monitoring, reporting at multiple levels, and actionable follow-up workflows; it generated \$280K in annual recurring revenue and a \$1.5M first-year sales pipeline.
- Designed and launched an interface for users to work with LLMs to generate preliminary tags for open-ended responses, then expanded it with sentiment analysis; the broader product portfolio achieved 95% client retention and 20% annual recurring revenue growth.
- Developed a custom intervention workflow with progress monitoring and reporting for major customers, supporting \$2M in product expansion and achieving a 92.2 NPS.
- Led design operations improvements at Panorama, embedding user-centered practices and research insights into product planning and development; helped modernize lean workflows and increase cross-departmental collaboration by 25%.
- Developed and implemented the Panorama Tangrams design system, streamlining design and development across products, reducing feature development timelines from 8 to 4 weeks, and fully integrating new processes within 6 months.

UX Product Designer | Ellevation Education - Greater Boston Area, MA (Hybrid) | February 2017 – July 2021

- Led revamp of Ellevation's user management from individual assignments to a role-based model, reducing maintenance costs by 75%.
- Designed a role-based dashboard for creating and sharing data snapshots, increasing NPS from 50.2 to 88.9 among its users.
- Built the design team and introduced rapid concept validation, contributing to a 30% reduction in development costs.
- Established a repeatable user-testing process with internal subject-matter experts and led more than 100 discovery and usability sessions, reducing testing and design iteration time by 80% and contributing to a 30% reduction in development costs.

UX/UI Designer | CrowdFlower (FigureEight, Appen) - San Francisco, CA | November 2015 – February 2017

- Redesigned the contributor platform, increasing NPS from 11 to 36 and reducing sign-up time from three days to one.
- Simplified analytics job setup and launch, cutting help desk tickets by 50% and average setup time from 10 days to 4.

Earlier Career Roles:

UX/UI Designer | Avant LLC - San Francisco, CA | March 2010 – November 2015

UX/UI Designer | Vega Project - San Francisco, CA | November 2009 – March 2010

Education

Bachelor of Fine Arts in Web Design and New Media - Academy of Art University, San Francisco, CA

Front-end Web Developer Nanodegree- Udacity

AI Prototyping for Designers- Maven

Agentic Coding for Designers and Teams- Maven