

**USER CENTERED
DESIGN** LEADER
INNOVATOR
STRATEGIST

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KEY ACHIEVEMENTS

- | Delivered 44MM in revenue, double digit engagement increase, and higher CSAT at realtor.com with project basecamp
- | Scaled product from an MVP to a portfolio with global impact
- | Transformed the product development process across teams to embrace design thinking
- | Built and managed branding and creative teams for multiple companies

SUMMARY OF QUALIFICATIONS

- | 19+ years of experience in UX and UI design (13+ years in management roles)
- | Managed local and remote teams developing across desktop, IOS and Android platforms
- | Extensive record of translating consumer needs into successful and profitable products
- | Proven experience in design operations, building, and scaling teams

WORK EXPERIENCE

Director of User Experience

realtor.com (B2C, search, mobile)

Santa Clara, CA
04/2017 - Present

Helped 61 million monthly users find their next home while generating \$452MM annual revenue across desktop, IOS, and Android platforms..

Directed design groups in charge of home search, mortgage, rentals, and media.

Lead the team to deliver 28% increase in revenue growth within a crowded market.

Transformed the product development process across teams to embrace design thinking.

Implemented the realtor.com design system and improved the design process..

Innovations in our mortgage product delivered 233% lead growth, well above expectations.

Director of Product / UX

Duetto (enterprise, hospitality revenue management)

San Francisco, CA / Las Vegas, NV
08/2012 - 04/2017

We scaled an MVP into an industry-leading product portfolio that serves properties worldwide.

Together we developed a game-changing revenue strategy platform that delivers an average revPAR index lift of 6.5%, one of the highest in the industry.

Defined the foundation and methods for product and design success.

Created Duetto's identity and brand strategy.

Built the Duetto design system.

Helped to build and scale the company to sustain 50% + growth levels YoY.

Co-Founder

Perkify (B2B, B2C, mobile)

San Francisco, CA
01/2012 - 08/2012

Perkify gave diners a VIP experience while allowing them to easily support their favorite causes.

Led the product, design, and front-end development.

Created a business strategy that brought together restaurants, diners, and nonprofits.

Defined platforms for reward program management, mobile app experiences, and a back-of-the-house product for restaurants.

Created the Perkify brand and marketing message.

Art Director (Head of Creative)

San Francisco, CA
02/2010 - 01/2012

Exent Technologies (B2C, ecommerce, mobile, gaming)

- Led and managed the UX and creative for the company.
- Collaborated internationally to develop and strategize products.
- Designed and built out new online community offerings to increase engagement.
- Launched the first Android games subscription service.

Sr. User Interface Designer (Head of UX)

Sunnyvale, CA
02/2008 - 12/2009

Agiliance (B2B, enterprise, analytics)

- Head of User Experience for their flagship product.
- Our company was recognized as an industry leader by Gartner and they cited our user experience as one of the biggest advantages.

EDUCATION

B.S. in Computer Graphics from California State University, Chico