

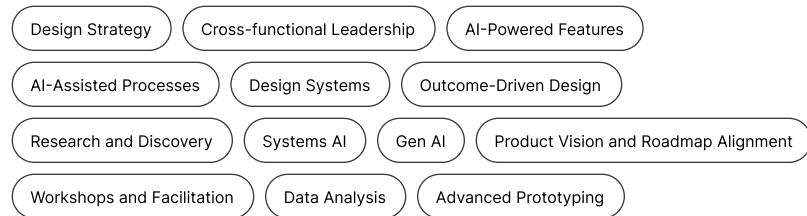
Summary

Product design leader with 12+ years elevating design as a strategic function in B2B SaaS. Drive cross-functional alignment from executives to engineering, scale design systems across multiple products, and mentor teams to ship high-impact work. Known for balancing strategic vision with hands-on craft and building design practices that accelerate delivery and reduce friction.

Select Impact

- Led AI feature development for 14K+ customers, maintaining 80%+ trial-to-paid conversion and 15%+ MRR growth MoM
- Designed end-to-end platform redesign and design system that helped scale ARR from \$5M to \$15M over 5 years
- Launched 3 products in 18 months while building modular systems supporting diverse customer needs
- Grew and mentored design teams from 1 to 3+ designers; drove alignment across leadership, product, and engineering

Core Skills



Principal Product Designer – Istari Digital

*May 2026 - Present**Permissions, Access and Collaboration | Enterprise*

- Defining permissions and access frameworks/models for sensitive industries like defense, aerospace engineering, utilities, and more.
- Role spans product management and design responsibilities, a first at Istari Digital.

Lead Product Designer – CallRail

*Jan 2024 – March 2026**AI Platform and Messaging | B2B SaaS*

- Delivered AI features used by 14k+ customers that maintained 80%+ trial-to-paid conversion rate and 15% + MRR increase month over month
- Increased exposure to Messaging features to drive usage up by 7% leading to an increase in 4% ARR
- Conducted 45+ customer interviews as a part of a 2 month research project to identify several strategic opportunities to increase Convert Assist's adoption and stickiness
- Led cross-departmental alignment for leadership, product marketing, product, and engineering on problem spaces, solutions and impact metrics through check-ins, roadmap shares, and data reviews
- Drove alignment across 3+ domain teams to resolve dependencies discovered in the design process and assist in roadmap prioritization
- Leading a team of 2 designers to track work in JIRA and coaching them on understanding problem spaces and designing solutions inclusive of AI capabilities

Lead Product Designer – LogixBoard

May 2022 – Oct 2023

FreightTech SaaS | B2B Logistics

- Shaped design strategy for Bookings, Orders, and Inventory modules, launching 3 products in 18 months
- Partnered with Engineering to build a modular system supporting diverse customer needs
- Drove revenue-impacting feature prioritization with PMs, Sales, and Support based on customer insights
- Built and scaled a design system, accelerating delivery and freeing up time for discovery
- Improved dev handoff and reduced QA issues by maintaining a collaborative backlog with Eng Managers

Sr. User Experience Designer – OneTrust

Nov 2021 – May 2022

Compliance SaaS | B2B Enterprise

- Created a new platform-wide search experience surfacing results across multiple OneTrust modules to improve product navigability
- Designed AI-powered tools incorporating Athena to automate redundant compliance steps, reducing time-to-compliance from months to weeks
- Collaborated with PMs and Directors of Design to align on patterns for platform consistency and AI use cases

Design and Product Lead – MobileTechRx

Aug 2021 – Apr 2022

iOS/iPad/Web App | B2C Automotive Services

(Sr. Product Designer, Aug – Dec 2021)

- Led design projects to help scale ARR to \$5 million
- Led design for workflow, scheduling, and reporting tools, helping consolidate third-party apps and reduce customer ops costs, leading to ~50% increase in revenue for customers using MTRX platform
- Conducted on-site discovery to design job planning tools that increased technician efficiency and boosted subscription revenue
- Co-created roadmap with leadership that positioned the company for acquisition
- Managed 2 designers and coordinated with offshore engineering to deliver end-to-end B2C service management features

Lead Product Designer and Manager – CareerPlug

2017 – 2021

SMB Hiring Platform | B2B SaaS

- Completed an end-to-end redesign and execution of CareerPlug's legacy ATS platform used by 12,000+ customers, delivering a modern, scalable UX and UI system that helped scale revenue from \$5 million to \$15 million in 5 years
- Built and launched a design system to accelerate delivery and support future product modules
- Collaborated cross-functionally to define a continuous delivery cadence and user-driven roadmap
- Mentored and grew the design team from 1 to 3; established sustainable feedback and design rituals
- Partnered with Customer Success to prioritize roadmap items based on high-impact customer needs

Earlier Roles

- UX Research & Strategy | SAP Eureka | 2020 | Enterprise SaaS | Led research for a gamified claims system.
 - Case Study: [Increasing feature adoption through gamification](#)
- UI Designer | Watermark Insights | 2016 – 2017 | Higher Ed SaaS | Built v1 design system, Ripple.
- Designer | Verizon Wireless (Invodo) | 2015 – 2017 | B2B2C | Created mobile POS experiences used in 7k+ stores.

Education

M.S., Human Computer Interaction and Design

University of California, Irvine, 2020

B.A, Psychology

Purdue University, 2015

B.A, Visual Communications Design

Purdue University, 2015