

# Design leader focused on the intelligent architecture of multi-platform design systems.

## Summary

I specialize in large-scale product platforms across TV, mobile, and web. Experienced building core teams at Netflix and Spotify, while maintaining strong alignment with brand systems and product direction.

## Education

Rochester Institute of Technology  
BFA in New Media Design  
2011

## Achievements

Patent pending on sponsored team project at RIT in partnership with Xerox.

Volunteered as an instructor at Isaac Newton Middle School, teaching character design through the Citizen Schools apprenticeship program.

## Experience

### Netflix / Senior Manager, Design Systems / 2024 - Present

Lead the design systems organization for Netflix's Consumer business, defining the long-term strategy and architecture for Hawkins, the multi-platform system powering Android, iOS, TV, and Web experiences for 300M+ members.

- Manage a multidisciplinary group across systems, accessibility, foundations, and content design, establishing an operating model that balances intelligent platform standards with domain-specific product needs.
- Partner with Product, Engineering, and Design leadership to position the design system as a shared platform, enabling faster product development across multiple orgs.
- Successfully re-structured the team into foundational and domain system tracks, improving adoption, velocity, and alignment across product areas.
- Expanded the system to support AI-driven product workflows, embedding semantic structure and data-ready components into the design-to-engineering pipeline.
- Matured the company's accessibility posture by federating accountability across product teams and promoting a Staff-level lead to oversee the discipline.
- Coach managers, staff and senior designers, building a high-performance team with clear ownership, feedback systems, and career growth paths.

### Netflix / Staff Product Designer / 2019 - 2024

Founded and architected Hawkins, Netflix's consumer design system, defining the multi-platform creative framework used across Android, iOS, TV, and Web.

- Pioneered the system's token, component, and asset architecture, enabling a stable pipeline between design and engineering.
- Partnered with design engineering to develop APIs and tooling that made code the system's source of truth.

- Established the design language for Netflix's Enterprise platform, defining a common navigational architecture now used across 150+ internal web products.
- Modernized design operations by leading team-wide tooling migrations and evangelizing system standards to drive high adoption across product teams.
- Scaled adoption across multiple product organizations through governance, documentation, and embedded partnerships.
- Grew the team from early foundation to a dedicated multi-disciplinary group supporting multiple product areas.

### **Spotify / Senior Product Designer / 2016 - 2019**

Led strategy for Encore, Spotify's centralized design system, defining the team structure, roadmap, and operating model.

- Delivered a unified set of guidelines, tooling, and accessible web components used across consumer, enterprise, marketing, and advertiser products.
- Modernized design operations by introducing shared standards and tooling that improved collaboration across product teams.
- Partnered with engineering and product teams to scale component usage across Spotify's web experiences.

### **Square / Product Designer / 2015 - 2016**

Contributed to the launch of Square Online Store beta, expanding Square's commerce platform for merchants.

- Designed and researched with small businesses search and scan flows used across Retail and POS products.
- Collaborated closely with product and engineering teams to improve merchant workflows and in-store experiences.

### **Amplify / Senior Visual Designer / 2013 - 2015**

Led design for Amplify Market, an educational content marketplace across web and tablet platforms.

- Modernized the product's visual system to improve usability and consistency.
- Developed a character animation system used across educational content.

### **The Barbarian Group / Designer / 2011 - 2013**

Worked with clients like GE, Bacardi, The Wall Street Journal, Bloomberg, Samsung, Facebook, Sears, and Dos Equis.