

# Design leader focused on the creative architecture of design systems.

## Mission

Build *sustainable* frameworks that inspire a positive cultural shift in how teams build high quality experiences.

## Education

Rochester Institute of Technology BFA; May 2011  
New Media Design and Imaging

## Achievements

Volunteer at Isaac Newton Middle School participating in the Citizen School Apprentice program. Taught a class about character design.

Patent Pending on Xerox sponsored team project at RIT.

## Experience

### **Netflix / Staff Product Designer / 2019 - Present**

Lead design for our Consumer Design System across Android, iOS, TV and Web. Focused on the system's creative strategy and architecture, improving workflow and engagement models and identifying strategic innovation opportunities.

Co-created infrastructure which automated and stabilized the delivery of design tokens and assets to designers and engineers across platforms. Created a documentation platform to educate designers on component usage across business areas. Hired and managed several designers (mid to principal) who researched collaboration workflows, supported migration of design tools, designed and documented components, delivered an evolved icon system and evangelized the system.

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

Led the creative strategy to reshape design systems at Spotify, called Encore. Built a centralized design system team, defined the vision, roadmap and operational model. Design System Lead for the Web, focused on creator tooling, marketing, advertisers and marketing.

Created, documented and delivered a unified set of guidelines, toolkits, and accessible components for Spotify web products across Consumer, Enterprise and Marketing. Art directed a design team for Spotify Premium seasonal and evergreen campaigns and integrated with our payment product team.

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

Launched a beta for Online Store and built optimizations for search and scan interaction patterns for Square Retail POS.

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

Led design for Amplify Market. Modernized our web and tablet visual direction and created a character animation system.

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

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