

Experience

Lead UX Designer at Google

March 2018 to Present • Mountain View, CA

- UX Lead for Chrome iOS & Android (3.5B+ users) initiatives including core UI, content feed, digital currencies, web platform technologies, emerging markets, privacy, and a new cross-Google and cross-platform effort
- Helped build and lead the design system for Google & Apple's COVID-19 exposure notifications platform, which has already been adopted by 40+ global governments and found to reduce death rates by 19.7%, infection rates by 25.7%, and peak hospitalizations by 42.7%
- Led a multi-disciplinary team of designers and researchers

UX Lead at HubSpot

January 2015 to March 2018 • Boston, MA and Remote

- Joined as the first UX Designer and grew a distributed team of designers
- Oversaw UX & UXR for HubSpot's SaaS web properties, which served 10M+ MAU
- Helped establish Canvas, the design system for HubSpot's freemium software
- Tripled the website and product conversion rate, and increased ARR by \$100M+
- Led emerging tech investments in AR, VR, ML, Voice and Conversational UI
- Sourced, hired and managed a team of direct reports
- Onboarded and mentored junior designers across the company

UX Manager at Petbrosia

July 2014 to January 2015 • Cincinnati, OH

- Joined as the first UX designer following the company's first round of investment
- Presided over all design efforts; established web & product design system
- Grew web traffic to 100K+ monthly visitors, multiplied conversion rates
- Helped the company find product-market fit and a path to profitability
- Participated in product pitches to venture capital investors and helped secure the company's second and third rounds of funding
- Sourced, hired and managed a team of direct reports

Additional experience can be found on [LinkedIn](#)

Skills

Figma	Protopie
Sketch	Axure
Adobe XD	Cinema 4D
Photoshop	Blender
Illustrator	Unity
InDesign	Origami
After Effects	GA & GTM
Balsamiq	Mixpanel
HTML	CSS
JavaScript	A-Frame

Involvement

Co-host of the *Decrypting Crypto* and *UX & Growth* podcasts

Mentor at *Columbia, Stanford* and other fine institutions

Advisor at *Sequoia Capital*

Keynote speaker at 50+ global events, ranging from *SF Design Week in San Francisco, CA* to *Pixel Up! in Cape Town, South Africa*

Founder of an organic UX mentoring network that has helped 400+ designers who were laid off or impacted by COVID-19

Guest on podcasts like *UIE with Jared Spool*, *User Defenders* and *Design Meets Business*

Author of numerous in-depth design essays around the web