

Professional Summary

Strategic design leader with 20+ years driving innovation at the intersection of design, emerging technology and product strategy. Former Adobe, Yext, and JLL executive. Launched global platforms, built multi-disciplinary design orgs, and hands-on technologist building intelligent experiences. Recent focus in supporting executive leaders across industries to embrace AI transformation.

Core Capabilities

Executive Design Leadership

Builds and leads global multi-disciplinary design orgs to deliver measurable business outcomes and ship industry-shaping digital experiences.

Product Innovation

Launches design-led innovation labs and incubates forward-thinking user-centered solutions to transform established industries.

Design Strategy & Collaboration

Partners with C-suite, strategic clients, and cross-disciplinary teams in engineering, product, and marketing to co-create scalable solutions.

Creative Technologist

Applies hands-on design and technical skills with emerging tools, including GenAI, to bring modern creative visions to life.

Experience Matters | Founder & Principal Design Strategist

01/2023-present

- o Partnered with global C-suite execs to create AI-powered app for WorldExpo 2025 and Japan's top energy provider
- o Collaborated with AI tech CMO to conceptualize and deliver keynote demos across mobile and proprietary hardware
- o Developed modular design systems and Figma plugins to support design at scale and cross-org consistency
- o Advised 4 early-stage startup boards on product strategy, ethical AI integration, and user research frameworks
- o Directed production of AI-generated films in collaboration with global creative network
- o Led publication design strategy for a nonprofit newsroom, creating a scalable digital-first editorial platform

JLL (Jones Lang LaSalle) | Vice President of Design

04/2021-12/2022

- o Staffed & mentored in-house design organization of cross-disciplinary creatives for global real estate firm
- o 300+ component unified design system built, process defined, and adoption evangelized
- o Innovated an AI-powered workforce mobile app to support return to office experiences
- o Strategic advisor on 3 mergers and acquisitions for executive leadership team

Yext | Vice President of User Experience

05/2017-04/2021

- o Led creation of modern AI-driven search product with NLP and ML for brand web sites
- o Member of product council, advising CEO, CTO, and CSO weekly on product roadmap
- o Visualized the CEO's vision for the company's future with digital storytelling
- o Staffed & mentored in-house design org and introduced user research, voice of customer, and data-driven insights

Adobe | Director of Experience Design

05/1997-02/2017

- o Founded a design-led product innovation lab of 10, scaled to 50+ multi-disciplinary team
- o Invented, designed, & led strategy for Digital Publishing Suite (DPS), FTE +250 growth, \$50M+ ARR within 3 yrs
- o Owned Product & Design for 3 releases of Flash during peak of its popularity, leading to acquisition by Adobe
- o Innovated browser capabilities for interactive content & embedded video, enabling YouTube & other new platforms
- o Partnered with Samsung, NYTimes, Condé Nast, CNN, WB, NBC; Spoke at TED, AIGA, SXSW, and Adobe MAX

Razorfish | Executive Producer & Creative Technologist

09/2002-08/2005

- o Produced 12 award-winning projects ranging from web sites to walk-up kiosks
- o Collaborated with world-renowned clients such as: National Geographic, J. Paul Getty, MoMA, Smithsonian

Bachelor of Arts, Graphic Design & Multimedia

Hope International University/CalState Fullerton