



# Strategic Product Design leader with a proven record of building AI-first products and scaling hyper-growth teams.

## Tezi AI

Founding Designer

Seed • Acquired

2024-Present

- First design hire at a fast-paced, seed-stage AI startup, contributing fluidly across product strategy, product design, and front-end code with an AI-first approach at every stage of the process.
- Led strategy and execution behind a product pivot away from a chat-only AI UX to a multi-modal AI experience. The new experience dramatically improved users' ability to find and contact high quality candidates as well as significantly reducing activation times and support costs.

## Wealthfront

Director

Head of Design for Investing

Series E • Public

2023-2024

- Led product design for Wealthfront's core Investing platform, which encompassed individual investing, retirement, bond portfolio, and individual stock robo-investing products. Additionally led the Design Systems function across Banking and Investing.
- Partnered with VP of Product to own end-to-end strategy, vision, validation, and execution for the launch of a new Automated Bond Ladder product. Grew the new product vertical to \$100M+ assets under management within the first three months of launch.

## Instacart

Director, Head of Design for Customers, Advertisers, and International

Series G - I • Public

2020-2022

- Responsible for product design, research, and content design across two sides of Instacart's four-sided marketplace, representing over \$1.5B in business across a 425+ person product org.
- Led Ads design org in setting the vision and crafting the experience for our zero-to-one Advertiser tooling product and consumer ads experience. Worked closely with VPs of engineering, sales, and product to build a strategy that quadrupled our product offerings, doubled business growth, and scaled the design org from 2 to 14.
- Led the 16 person Customers design org through the strategy and product vision of our four primary Growth experiences, the re-envisioning of our core user journey, and the rebrand launch of our Membership experience. Worked closely with several VPs and directors of product, engineering, and design to coordinate vision and strategy for these launches.



### Thumbtack

Director, Head of Design for Customers

Series E - F • Private  
2017-2020

*Named one of Fast Company's Most Innovative Companies of 2018*

- Responsible for product design, research, content, design systems, and design ops across Thumbtack's Customers business. Managed 18 designers and design leaders in a 150+ person product org, and led recruiting to scale the entire Design org from 32 to 65 team members.
- Led the team through key product launches including Thumbtack's 2020 Consumer vision, building our Design System, and rollout of our rebrand across the product. Was responsible for the people, processes, and frameworks that guided product design and research decisions.

### Earnest

Manager, Product Design

Series A-C • Acquired  
2015-2017

*Named one of Forbes and Fast Company's Most Innovative Companies of 2016*

- Responsible for leading product, marketing, and design (14+ team) while Earnest was between Heads of Design. Led design initiatives to scale the app through a phase of 5x user growth via hands-on research, iteration, and vision setting with the C-suite.
- Lead designer on the flagship student loan refinance product, iOS app launch, and expansion of the personal loan product. Supported Earnest in its path to an industry-leading NPS score and earning the #1 student lender spot on Credit Karma.

### RelateIQ

Senior Product Designer

Series A-C • Acquired  
2013-2015

- Led the product design and research of several key features across workflow tooling, productivity features, and insights reporting. Partnered with sales and engineering to build highly effective and scalable solutions. Lead designer for design systems.

### Agency & freelance

Lead Graphic Designer,  
Creative Director

2008-2014

- Worked with a variety of agencies and clients to spearhead identity, branding, and creative development for online user experiences, e-commerce, touch-screen, and mobile interfaces.

### Education

B.F.A. in Graphic Design, 2008  
Concentration in Mechanical Engineering

### Design Philosophy

The user problem is the key.  
Otherwise, we default to designing for ourselves.

Design is communication, AI accelerates it.  
A functional prototype in someone's hands is worth a thousand static mocks.

Build an extensible foundation.  
Discover repeatable solutions to the easy problems. Focus day-to-day on solving the hard problems.