EDUCATION

UC Santa Barbara
BA, Communication
Post-grad, Sustainable Architecture

How Design University
Certificate in Brand Strategy, 2018

RECOGNITION

Top Tinuiti performance rating (5/5), 2025

“Trailblazer” rating for AI adoption, Tinuiti

SKILLS

Leadership: design strategy, hiring and coaching designers, leveling frameworks, executive communication, design operations

AI: human-in-the-loop review, agentic interfaces, AI-assisted design and prototyping

Product design: complex B2B workflows, dashboards and data visualization, information architecture, interaction design, accessibility

Systems: design systems, design tokens, component metadata, documentation

Research: discovery, usability testing

Tools: Figma, Figma Make, Claude Code, Storybook, Lookback, ChatGPT, Adobe, Gemini, Google Workspace, Microsoft Office

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SUMMARY

Product design leader with 10+ years in design and 4+ years managing designers. For the last 4 years I’ve led design for Bliss Point, a B2B marketing intelligence platform used by 300+ brands, built by the marketing agency Tinuiti. I built the design team and the design system from scratch, and I lead design for the platform’s AI products.

EXPERIENCE

Director of Product Design

2022–present

Tinuiti · Remote

Tinuiti is a full-funnel marketing agency with $4B in digital media under management. It acquired Bliss Point Media in 2021. I freelanced for Bliss Point Media from 2016 and joined full-time in 2022.

Leadership and organization

- Set design direction for 5+ product areas of a complex, data-heavy B2B platform, with 5+ product managers, 30+ engineers, data scientists, and econometricians. Present design strategy to the C-suite regularly.
- Led design across Bliss Point’s pillar products, including incrementality testing in partnership with Meta and Holistic ROAS in partnership with Google.
- Built and lead the design team. Hire, onboard, coach, and manage product designers, and have managed design interns.
- Wrote Tinuiti’s Product Design leveling framework and growth track. Ran capacity-planning research that clarified who owns what across Design, PM, and Engineering.
- Moved the product org to design-led work. PRDs now start from the user problem, and design is involved before build.
- Changed how the team works by starting prototype-first usability testing. We’ve run 100+ sessions, so problems show up in testing instead of after launch.

AI products

- Leading design for agentic dashboarding (in development). Designed the components and rules the AI uses to turn plain-language requests into consistent, sourced, on-brand dashboards, whatever people ask for.
- Designed the human-in-the-loop review for AdCopy AI, made in partnership with Google. Reviewers approve or reject AI-written search ads, and their reasons keep the AI on brand. In early tests: 15%+ higher click-through rate than human-written ads, 20% better revenue and ROAS, and 90% less time to produce ad copy than writing it by hand.
- Leading design for Oracle (in development), an in-app AI assistant that explains how a client’s marketing is performing, using their history and past decisions.

EXPERIENCE, CONTINUED

Systems and operations

- Built the Bliss Point design system from scratch: about 100 components used across 180 pages, coded with engineering in Storybook, with automatic contrast checks, keyboard navigation, and documented accessibility requirements. Engineers reuse components instead of building one-offs.
- Now making the component library readable by AI coding tools and agents, with design tokens, component metadata, Storybook docs, and usage rules.
- Use AI to automate research aggregation, usability testing, design review, intake, and weekly leadership reports. This saves about 6 hours a week.
- Built the handoff process engineers use: design QA tracking, recorded walkthroughs, and front-end decision sessions.

Product and eCommerce Designer
2020–2022

National Geographic and NASA via Blue Marble, Ashland, OR

- Designed best-selling educational products for kids, from research and focus groups through packaging and listings.
- Led creative direction for National Geographic's toy eCommerce presence, using A/B tests to improve sales and conversion.

Senior Designer (UX/UI and Brand Design)
2016–2019

Pacific Retirement Services (PRS), a retirement community operator, Medford, OR

- Managed two designers.
- Led research and designed brand identities and websites for PRS's retirement communities and restaurants.
- Raised the bar for how the team pitched and presented work to clients.
- Hired back as a contractor right after leaving.

Design Teacher
2012–2014

UC Santa Barbara

- Taught and advised students through the design and production of a popular campus magazine.