

A product person who uses design to make ideas work in the real world.

Product is the goal. Design is how I move it forward. I turn complex ideas into systems people actually use — across enterprise platforms, startup launches, and design education.

INDEPENDENT VENTURES

POMEs 03.2026 – Current

Neighbor-favor app — iOS & Android

Founder(Vibe coded+designed+GTM)

- Conceived, designed, and shipped solo in **7 weeks**
- **97 signups in 3 weeks** with **10.2% peak conversion**
- Filed **US Provisional Patent**.

VoltHop 03.2026 – Current

P2P e-bike battery marketplace — iOS & Android

Founder(Vibe coded+designed+GTM)

- Validated PMF inside two Reddit threads **14.7K views, 53 comments**
- Shipped **4 community-driven iterations**
- Designed a **dual-role architecture**, eliminated the cold-start problem by design.

INDUSTRY

UX Lead 01.2023 – Current

Deloitte

- Launched the firm's first global AI analytics product
- Optimized design management — **cut design ops costs by 40%** and **doubled delivery speed**, driving global adoption with **400+ monthly early adopters**.
- Unlocked a new market segment in **8 weeks** using a radically agile framework — secured client trust and **drove a 690% increase in firm revenue** for that line.
- Led a **5-designer pod** end-to-end — owned hiring, mentorship, and design ops across the platform's lifecycle.

Sr. Product Designer 10.2022 – 01.2023

Pepsico

Translated overwhelming data complexity and siloed technical information into **decision-enabling visualizations** for executive stakeholders.

Product Designer 06.2021 – 09.2022

Teachable

- Launched Teachable's first **customer-facing analytics product** for the platform's **15,000+ creator schools**
- Eliminated recurring third-party analytics costs by replacing per-school SaaS subscriptions with **secure in-house customer data management**

Sr. Data Viz Designer 06.2020 – 12.2020

DMK

- Defined the company's **first design standards** and led product design across enterprise and internal tools.
- Owned design across **3 parallel tracks** simultaneously: the flagship data-viz product, a bespoke client product, and the company-wide design system that supported both.

Designer 09.2018 – 02.2020

KrauseSawyer

Created overall design concepts, defined visual themes, designed custom objects, and presented design proposals clearly to clients.

EDUCATION

Master of Data Visualization — Parsons School of Design · New York, NY

2019 – 2021

Bachelor of Interior Design — Savannah College of Art & Design · Atlanta, GA

2015 – 2018