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ABOUT ME

Fintech - focused design lead with 8 years of experience guiding design & strategy across enterprise & consumer financial SaaS products. I help teams build clarity-focused financial flows that users love and drive product adoption.

EDUCATION

UC San Diego // B.S. Cognitive Science: Design & Human-Computer Interaction

EXPERIENCE

Sage Financial - Senior Product Designer (AI Invoicing + Compliance)
May 2023 - Feb 2024

Designed & launched an AI-powered e-invoicing MVP with self-serve onboarding & invoice automation flows, pushing the team's product-led growth strategy and ensuring customer compliance with the 2026 French e-invoicing mandate.

Improved user satisfaction & compliance via x-functional collaboration, iterative design, & rapid prototyping & feedback loops.

Albertsons/Safeway - Senior Product Designer (E-commerce + Mobile)
April 2022 - March 2023

Increased average order value by $0.50 across 4M MAUs by shipping a comprehensive redesign one of the e-commerce app's most visited pages.

Improved add-to-cart rate by running A/B tests for 800K users & launching a new iOS mobile UI component in collaboration with analytics & design systems teams.

Nitrogen Wealth (aka Riskalyze) - Product Designer (Trading + Compliance)
April 2020 - Sep 2021

Reduced churn by $225K & saved 2,000 people-hours annually by designing & launching an optimized trading workflow for financial advisors.

Improved sales team's conversions by 40%, generating $900K in additional revenue through the design and introduction of a free trial experience for investment trading platform.

ServiceNow - Product Designer (Finance + Mobile)
Aug 2019 - Dec 2019

Led mobile design & strategy for enterprise procurement tool for finance team, shipping 10 new mobile UX patterns in collaboration with PMs & engineers across 3 business units.

iGrad/Enrich Financial Wellness (acq. by Financial Fitness) - Founding Product Designer
Sep 2017 - Aug 2019

Built design process & team, tripled design output & reduced dev bottlenecks by launching design system, developing research & testing processes, and hiring & mentoring 2 interns.

Added $300K in annual revenue via partnerships with Univ. of Phoenix & SoFi by redesigning onboarding, making the platform more competitive & increasing adoption, contributing to the acquisition by FFG.

McKesson Health - UX Designer
Jun 2016 - Sep 2017

Overhauled the iKnowMed G2 web app dashboard by optimizing key workflows, information architecture, & customization options with cross-functional team.

Ishqr - UX Designer (Mobile)
Dec 2014 - May 2015

Advised on design for dating app that launched to 4,000 users & raised $25K in funding from Dreamit Ventures.

SKILLS

General: Stakeholder Alignment, Design & Product Strategy, Storytelling, Product-Led Growth UX, iOS & Android Design, Data Visualization, Interaction & Visual Design, Design Systems, User Research + A/B Testing & Experimentation

AI Tools: Claude & ChatGPT, Replit, Figma Make & MCP, Agent Building

UX Tools: Figma, Miro, UserTesting, Fullstory, Adobe Analytics, Jira, Notion, Ahrefs & GSC, Storybook/Zeroheight