

Product design leader who lives for making enterprise products simple AND powerful.

STRATEGIZE	Design architecture — not the interface design — is what determines whether a product grows and thrives vs. suffocating under feature bloat and design debt.
PRIORITIZE	A brilliant design that doesn't answer a specific business question isn't brilliant. It's a waste of time.
COLLABORATE	Complexity demands a shared understanding of objectives, approach, and values. If one person can solve the problem... it's not complex.
ACCELERATE	AI doesn't (and shouldn't) change design principles, but it enables faster iteration, exploring more ideas, getting earlier feedback, and spending less time pushing pixels.

New York Life Vice President, Product Design

2018–Present

- Serving as Product Manager, UX lead, and Business Analyst for Salesforce Evolution, a ground-up modernization of a 10-year-old CRM, run as an end-to-end AI-driven workflow.
What began as using AI to extract a structured schema from screenshots grew into a single model that generates everything: working prototype, design specs, field definitions, epics, and user stories. One source of truth. Unlimited outputs.
- Directed UX design and delivery for GuideMe, a product used by new agents while the screen is viewed by the client, through a ~20-person external design agency.
- Architected the Conversation Orchestration framework for authoring guided conversations with minimal engineering involvement. Invested ~1.5x the effort of a bespoke approach to deliver 30x long-term value.
- Designed the Nurture List from scratch, turning fragmented agent outreach into a flexible daily workflow. Conducted field interviews and evaluated multiple design directions with stakeholders. Transitioned into the PM role through delivery, and hired and managed a hands-on designer to fill the UX function.
Everything under the covers reuses existing product records and components, delivering a new capability without adding technical debt. A high-risk failure point for new agents is freezing when facing an empty list with no clear next actions. The Suggestions area addresses this directly, surfacing curated lead sets and creating a closed loop where today's contacts inform tomorrow's recommendations.

Consultant—Product & UX Strategy Multiple Enterprise Clients

2012–2018

- Engaged by State Farm (through DDB New York) for a one-month assessment of an underperforming design function.
After concluding the core issue was a hiring mismatch rather than a process gap, the role extended into a multi-year partnership delivering hands-on UX, product, and design work on insurance products, operating independently of the existing team structure.
- Served as Product Manager for Ericsson's build-from-scratch, next-generation SaaS billing platform for telecom. As Product Owner for Metadata Authoring, turned a team of new hires into the project's top-performing Scrum team.
- Engaged by CRICO, who was prepared to invest 1–3 years writing custom code to replicate functionality Pega now delivered natively. Having led the relevant capabilities at Pega, identified the gap within two meetings and redirected the project, avoiding years of unnecessary development.

- Held three concurrent roles: product manager for Pega's UI authoring and generation capabilities; product owner and embedded designer across three Scrum teams (~24 members, including up to 20 engineers, split across the US and India); and lead for a 3-person core product design team.
- Inherited a UI layer that lagged the platform. Clients were writing extensive custom code that was opaque to the Pega platform, driving some upgrades to 12–18 months and stalling others entirely.
- Designed and rolled out a unified event framework, culminating in a full conversion of the platform's most complex components and discarding 18 months of prior custom implementation.

Layered pre-packaged, no-code configurations on top of the same underlying primitives, so a non-technical user could confidently select a common pattern from a dropdown. Then, as needed, drop a level deeper into full configuration. Simple and powerful, not one at the expense of the other.

- Created the UI Gallery, a production-grade design system that made best practices the path of least resistance rather than an enforced standard. Independently adopted by Sales as a demo tool, in one case powering a rapid POC pivotal in winning a \$17M deal.

Early Roles—Foundational Leadership

1997–2007

Grew from technical writer to VP-level design leader over 25+ years.

- **FASTCHANNEL NETWORKS** (2002–2006)—First UX hire; built and led a team of 4 designers across three simultaneous from-scratch enterprise applications.

Took sole ownership of a stalled product refresh by filling every role but development, including product management, project management, UI design, HTML/CSS, QA, technical writing, and marketing. Shipped in 5 weeks, driving \$1M+ in incremental revenue.

- **McKESSON** (2006–2007)—First UX hire embedded within the Systems Architecture group for a multi-year healthcare platform. Drove presentation-tier architecture and delivered a 200+ page interactive EHR prototype for providers.
- **XCHANGE** (1997–2001)—Promoted from technical writer to UI Lead within two years. Grew to coordinate a dozen designers and lead a then-bleeding-edge desktop-to-browser migration for an enterprise product. Shipped a 150+ page application across 3,000+ combined bank branches.

Education

B.A., HISTORY | Emory University

CERTIFIED SCRUM PRODUCT OWNER (CSPO)