

Product designer with **10+ years** designing consumer products and the tools that power them. Built the content system at Rockstar Games that let non-designers ship for **tens of millions** of players, and the operations platform that took a live-class marketplace from **6 studios to 50+**, lifting member satisfaction **12%**. I work close to engineering with an AI-native workflow in Cursor, Claude, and Figma.

Work Experience

Independent Design Practice

Nov 2025 - Present

Helping mission-driven orgs and ambitious startups build and ship

Mentoring designers in the field: Top 50 Global Mentor on ADPList, 113 sessions, 100% satisfaction

Senior Product Designer - Rockstar Games

Nov 2021 - Nov 2025 | Overseeing the entire web ecosystem

Grew GTA+ monthly revenue by **\$1.85M** by reframing membership value from a monthly perk list into accumulated value players could finally see, breaking through a revenue plateau

Lifted flow completion rate from **58% to 92%** by redesigning the GTA Online License Plate Creator from a utilitarian tool into a cinematic, expressive experience

Designed a gifting experience across console and web, aligning three product teams on one user flow. Retention up **17%**

Founding Product Designer - WollenDance

Aug 2020 - Oct 2021 | Marketplace for studios and dancers

Grew monthly revenue **\$23K** by designing and shipping a class discovery and recommendation experience for a two-sided marketplace

Defined the onboarding flow for both sides of the marketplace, lifting customer acquisition **13%**

Improved registration flow with interactive prototypes and user testing, cutting drop-off by **8%**

Founding UX/UI Designer - Giving Tech Labs

Oct 2018 - Aug 2020 | Platform for nonprofits & tech entrepreneurs

Owned **0→1** design for X4I, a marketplace serving **10K+** nonprofit and tech entrepreneurs, setting product vision and visual identity from concept through ship

Creative Manager - Gage Academy of Art

Sep 2016 - Oct 2018 | Managing website for an art school

Redesigned class registration for clarity and visual hierarchy. Staff support inquiries dropped by half, sign-ups doubled

Education

Carnegie Mellon University

M.A. in Arts, Entertainment, & Media Management

Skills

Product Strategy

User Research (Qual + Quant)

0→1 Product Design

A/B Testing & Experimentation

Growth Design

AI-assisted prototyping

Information Architecture

Interaction Design

HTML and CSS coding

Design Systems

User interviews and testing

Cross-functional Leadership

Software

Figma / Figjam

Framer

Claude Code

Cursor

After Effects

Photoshop