



SUMMARY

Design executive with 12+ years scaling product design organizations at high-growth technology companies, where craft and business impact have to coexist. Named Amplitude's 2025 Best Product Design Leader. I grow teams, lead platform transformations, and shape AI-forward ways of working without losing the human-centered fundamentals that make great products.

SKILLS & EXPERTISE

Enterprise Product Design · AI Product Strategy · Generative AI Experiences · Platform & Design Systems · Organizational Design
Cross-functional Leadership · Design Operations · Executive Stakeholder Management · Mentorship & Team Development

PROFESSIONAL EXPERIENCE

LinkedIn

Director, Product Design

Mountain View, CA
July 2017 - May 2025

- Led design for LinkedIn Marketing Solutions, the advertising platform that connects LinkedIn's 1.1 billion members with companies around the world shaping how marketers reach audiences at global scale through ads on feed and experiences to help build and manage campaigns
- Scaled the design organization from 6 to 26 designers across 5 locations (San Francisco, Mountain View, New York, Tel Aviv, Remote) in a 600+ person R&D org distributed from New York to Bangalore, building a structured recruiting pipeline, competency model, and onboarding program.
- Designed and implemented a pod-based operating model that replaced quarterly project rotations, reducing concept-to-build timelines from 6–9 months to within-quarter delivery.
- Led the transformation of LinkedIn Campaign Manager from a legacy Web 2.0 platform to a modern, self-serve advertising tool connecting businesses to 1B+ members — supporting revenue growth from \$500M to \$5B+.
- Advised the launch of LinkedIn's first AI-assisted campaign marketing tool, shaping design strategy for enterprise AI experiences and elevating design-forward thinking across product and engineering that helped create a +6.5% impact in revenue.
- Built vision narratives that communicated design's strategic value to VP and C-level leadership, securing headcount, budget, and executive alignment for multi-quarter initiatives.
- Introduced value-driven prioritization using shared language with product and engineering, enabling capacity planning tied to organizational initiatives and empowering managers to own planning decisions.

Base CRM (acquired by Zendesk)

Manager, User Experience Design

Palo Alto, CA
August 2013 - July 2017

- At Base CRM, I helped design a sales productivity platform helping sales teams run software that was simple, easy, and intuitive across iOS, Android, and web — giving reps a single cross-platform workflow for managing pipeline and customer relationships.
- Relocated to Silicon Valley from Chicago as the sole designer and built the design organization from scratch — hiring, principles, process, tooling, and distributed operations with an engineering team in Kraków, Poland (9-hour time difference).
- Scaled the team from 1 to 5 designers by building a talent brand through Dribbble, Medium, and college campus recruiting in a market where the company had zero name recognition.
- Established design principles that transformed feedback culture from subjective opinion to constructive, principle-grounded critique.
- Led evaluation and purchase of InVision enterprise license — one of the largest product-side investments — replacing a broken Photoshop-to-Dropbox workflow and dramatically accelerating design-engineering handoffs.
- Partnered directly with the CEO on design-led concept proposals that won multiple \$1M+ ARR enterprise deals, demonstrating design as a revenue driver.
- Built a design system with 60+ components and a data-driven design framework (Data → Insights → Recommendations) that became the product's UX backbone.

SRVE

Advisor

Los Angeles, CA
January 2023 - Present

- Advising SRVE on product experience and helping shape an AI-native platform that gives chefs the tools to run their own enterprise from how clients discover them to how they manage their bookings, menus, and clientele.

EDUCATION

University of Iowa, Bachelor of Fine Arts

Iowa City, IA
August 2005 - December 2009

HONORS & AWARDS

- Amplitude Product 50: Best Product Design Leader, 2025
- ADPList Global Mentor — Mentoring designers at all levels on portfolio reviews, career strategy, and leadership growth

SPEAKING & THOUGHT LEADERSHIP

Figma Config (2022) · Smashing Conference (2022, 2023, 2024) · ConveyUX (2025) · Design Matters Tokyo (2025)