

I am a Lead Product Designer with an aptitude for systems thinking, motion design, and applied behavioral science. I utilize user research and data to ensure my output moves metrics and positively impacts the bottom line. I build seamless user experiences end-to-end while paying meticulous attention to the details.

Experience

Zoom · Lead Product Designer · Sep 2021 - Present

Apps & Marketplace, Dev Tools, AI Team

- Defined experience for Zoom in ChatGPT, bringing meeting intelligence into the AI thread. Aligned 5 teams across 3 surfaces. Earned 18K users pre-marketing, 400K paid users post-official release.
- Led UX for App Marketplace and low-code developer platform, enabling builders to create apps and workflows for cross-product experiences (AI Companion, Team Chat, Workflows, and Meetings).
- Designed App Shortcuts, allowing users to initiate actions (e.g. "Create a Google Doc from this message") across all Zoom products, and Zoommate integrations.
- Designed the API connector builder, unlocking integrations (e.g. Gmail, JIRA), adopted by 700+ new SMB accounts and contributed to a 6% increase in Monthly Active Accounts (MAA).
- Owned monetization UX for Zoom App Marketplace, including embedded Stripe onboarding and DSA compliance, enabling 15% revenue commissions per app and unlocking EU monetization opportunities.
- Led cross-product initiatives to unify app discovery UX, aligning multiple product teams (Chat, Meetings, Workflows), creating a centralized pattern for app launching and integration.
- Animated icons & interactions for design systems team.
- Presented on motion design and how to lead large-scale projects.

Directly · Lead Product Designer · Mar 2020 - Sep 2021

End-to-end Design Lead for Directly's enterprise virtual agent platform

- Designed a virtual agent platform that trained NLU models 10x faster than any competitor, creating 17 - 34% customer service client cost savings.
- Led qualitative/quantitative research to align business goals with user incentives, develop personas, and increase NPS score by 25%.
- Initiated ENG-Design collaboration, reducing cycles by 35% and re-work by 55%.

Additional Projects: Led growth-focused redesigns at Simple Habit (improving NPS by 15%); designed and shipped end-to-end experience for Wayfarer, an audio tour app.

Education

UX/UI Design

Interaction Design Foundation
2018 - 2019

A.A. Digital Media &
Technology
FIDM Los Angeles
2015 - 2017

B.A. Business Admin
Minor in Music
Cal State University, Fullerton
2009 - 2014

Core skills

AI product, Agentic &
conversational surfaces, B2B
SaaS, enterprise UX,
workflows, systems, design
systems, low-code developer
platforms, monetization,
marketplace, motion,
interaction

Tools

Figma, Claude Code, Cursor,
ChatGPT, V0, Vercel, Github,
Supabase, Lovable, Replit,
pen.dev, Gemini, After Effects,
Lottie Adobe Suite, Rive

Interests

Tinkering, reading, applied
behavioral science, surfing,
retro arcade games,
sketching, writing