



12+ years leading end-to-end product design, research, and strategy across B2B, B2C, and complex multi-product SaaS environments



Brings comprehensive systems-thinking and strategic influence across multi-disciplinary teams in ambiguous, technical domains



Proven track record driving conversion and revenue impact through customer-centric solutions based in data



Thrives as an impactful, high-velocity IC in small teams, while widely influencing new processes and tool-adoption for increased efficiency

TEAMS I'VE BEEN A PART OF :

Amazon AWS
General Electric (GE)
Honda
Microsoft
Vancouver International Airport
Vancity Bank
Zillow

EDUCATION : 2007-2012

Simon Fraser University
Faculty of Interactive Arts and Technology
Bachelor of Arts: Design Major

PROJECT ACHEIVEMENTS :

Aurora Partner Management

Q1: 2023 - Q1: 2024

Fully led and launched the design of Partner Management, a scalable product collaboration suite allowing enterprise customers to map their organization hierarchies and partner ecosystems for complete project-lifecycle insights. **Unlocked net-new Enterprise revenue streams, which gained positive traction and adoption by 320 tenants (10% of all tenants including largest strategic accounts as new customers).**

CLIO : Staff Product Designer

AUG 2025 - CURRENT

Uptriad leader and IC of Clio Work portfolio, generating **\$8M+ ARR** since Sept 2025

- Defining the AI design vision and strategy on behalf of 4 project teams
- Shipping agentic features that solve pain points in legal professionals' workflows
- Collaborating with cross-functional partners to define work streams, focused on SM and MM customer segments, with direct OKRs to company growth/IPO goals

Promoted to Uptriad leader within 5 months of joining due to successfully delivering a comprehensive 2026 AI-Drafting vision for portfolio teams to Leadership.

AURORA SOLAR : Principal Product Designer

JUN 2021 - AUG 2025

Led design in Platform Core and Consumer teams for Aurora's multi-product ecosystem, supporting over 6M+ solar AI-generated CAD projects internationally

- Resolved critical customer pain points in projects focused on IA, navigation, CRM integrations, permissions, project dashboards and lifecycle data
- Owned full phases of work including discovery research, validation, through to QA
- Closely collaborated as a triad lead to drive domain strategy and roadmapping
- Championed stakeholder alignment that uncovered technical dependencies
- Prevented redundant initiatives and optimized delivery across product verticals
- Assigned to priority-one initiatives including a B2C partnership with Google optimizing early-funnel Order → Sold project conversion

Recognized as high-performing/impact employee over multiple quarters; promoted to first Principal Designer role; Hackathon winner of user-role visibility project.

LVIS : Founding Design Lead

APR 2020 - JUNE 2021

First design hire responsible for establishing and scaling entire design discipline while delivering 0→1 designs for flagship ML-powered seizure-detection SaaS tool.

- Established foundational, cross-functional processes from scratch
- Built the company's first Design System and component library
- Regularly created and conducted user testing plans with Neurologists, generating data insights that informed critical product strategy decisions
- Collaborated and delivered to ML-science and Eng teams across US and Korea

Contributions crucially positioned NeuroMatch to successfully pass FDA compliance as a company milestone for hospital adoption and clinical usage.

Junior - Senior Interaction Designer

JUN 2012 - APR 2020

Honed my craft leading design and research projects as an embedded member of Series A-C startups to Fortune 100 companies.

AWS AutoML (Automated Machine-learning)

6 months

Primary design IC embedded in AWS team to expedite product launch of AutoML (**\$14.8B estimated ARR**). Collaborated with Director of AWS Design, Product, and ML scientists, to fulfill requirements including design-system compliance. **Within 1.5 months, effectively onboarded and delivered phase-one designs for a full-build product demo presented at Amazon's global conference.** Lead phase-two iterations, conducting user testing with enterprise customers for successful Beta launch.