



Senior Staff Product Designer with 20+ years of experience blending deep product strategy, impeccable visual craft, and early-stage execution velocity. Proven track record of defining and challenging product direction in highly ambiguous environments – co-authoring executive strategy, running customer discovery, and shipping pixel-perfect experiences for complex B2B/C SaaS platforms. A hands-on leader who bridges design and engineering by building production AI tools, designing company-scale systems, and directly implementing prototypes in code to accelerate product validation.

Experience

AUG 2022
to PRESENT

● INTUIT

Senior Staff Product Designer – Intuit Design System

- **Product Strategy & Influence:** Co-authored the "Better Together" framework, securing executive alignment to unify core flows across QuickBooks, TurboTax, and Mailchimp. Defined the strategic roadmap for shared canvas patterns, scaling the team by ~50%.
- **Generative AI Product Experience:** Led end-to-end UX/UI for Intuit Assist (GenAI assistant). Defined core interaction models under extreme ambiguity (Typewriter patterns, contextual canvas feedback), winning the DevX "Delivering the Benefit" Award.
- **Zero-to-One Execution Velocity:** Rebuilt the core web components library from scratch in under three months following a critical lead departure. Proved the architecture in a 5-day alpha sprint, ultimately delivering 31 components and 500+ tokens resulting in 526,000+ insertions.
- **AI-Enhanced Workflows & Code:** Built 3 production-ready AI tools using Cursor (including 2 Chrome extensions and 1 Figma plugin) that cut product unification audit times by 50%. Developed self-serve Cursor skills used by systems designers org-wide.

OCT 16
to AUG 22

● INTUIT

Senior + Staff Product Designer – ProTax Group Marketing + Product

- **End-to-End Product Design:** Designed highly optimized, pixel-perfect acquisition, growth, and onboarding experiences for complex B2B professional tax SaaS workflows.
- **Proactive Problem Definition:** Spearheaded customer discovery for the Innovation Pipeline. Prototyped and validated a "Notices & Transcripts" SaaS surface representing a massive market opportunity, greenlighting it for alpha build.
- **Code & Asset Implementation:** Hand-coded fully responsive web surfaces and modular interactive templates using HTML5/CSS3/JS, establishing design-to-code parity and accelerating prototype testing cycles.
- **Visual Identity & Systems:** Appointed as Innovation Catalyst site lead to scale user-centric design practices. Directed the "Durable Iconography" initiative, launching a custom Figma plugin and formal intake system.

Expertise

Product Strategy

Zero-to-One Ideation, Proactive Problem Definition, Onboarding Loops, Executive Strategy, Discovery, JTBD.

Craft & Systems

Design Tokens, Design Systems, Pixel-Perfect Figma, Interaction Design, Visual Identity, WCAG (A11y).

AI & Front-End Code

Cursor/Claude (Custom Skills), HTML5, CSS3, JavaScript, Prompt Engineering, Figma MCP, GitHub, Storybook.

Personal Brand

Communication
Organization
Creative
Teamwork
Strategic
Efficient
Loyal

Education

Bachelor of Arts
California State University,
Northridge 2006

JUL 2013
to OCT 2016

NCR (DIGITAL INSIGHT)

Senior Creative Designer / Art Director

- **Visual Identity Ownership:** Spearheaded the comprehensive zero-to-one rebrand of Intuit Financial Services to Digital Insight following a high-profile divestiture. Designed the core visual identity, logo, and brand canvas completely from scratch.
- **Cross-Functional Leadership:** Directed creative execution across core product launches, responsive web properties, and major trade exhibitions while mentoring junior designers to maintain impeccable craft standards.

2004
to 2013

EARLIER DESIGN EXPERIENCE

Intuit (Creative Designer, 2009-2013):

- Pitched and designed B2B mobile/web banking campaigns. Coded responsive direct response infrastructure reaching 150M+ users monthly; utilized rigorous A/B testing to optimize UI flows. Winner of "Innovate for Impact" (Q2, Q3 2012).

Zumablue (Web/Graphic Designer, 2006-2009)

Design Factory, CSUN (Web Designer, 2004-2006; Student Assistant of the Year).