

Head of Design

Results-driven and highly accomplished design leader with extensive experience building and leading high-performance teams to deliver innovative SaaS products for both complex enterprise-grade B2B and demanding end user applications.

Award-winning professional with proven track record of ROI success in developing product strategy, driving design excellence, and delivering impactful results in dynamic and fast-paced environments. Adept at blending creativity with strategic thinking to align design initiatives with business objectives. Skilled in cross-functional collaboration, design leadership, and technology integration. Driven to create an inclusive culture of innovation and continuous improvement. Expert in translating complex concepts into compelling and intuitive user experiences. Known for creating products that delight users and drive business growth.

Areas of Expertise

- Design Leadership / ROI
- Strategic Planning & Execution
- Market & Industry Awareness
- Team Culture & Management
- Revenue Generation & Growth
- Project / Program Management
- Product Development & Launch
- Prioritization within Resource Constraints

Career Experience

Innovation Matters SF, San Mateo, CA
Innovation coach

Jan 2023 – Present

Provide effective coaching to organizations with a focus on enhancing their innovation programs and supporting early-stage start-ups in finding product-market fit and mitigating business risks, while raising pre-seed and seed capital. Guide and mentor executive teams to foster a culture of innovation and identify new revenue opportunities. Create, manage, and evaluate a portfolio of innovation projects spanning from early to late stages. Measure the impact of corporate innovation programs using quantifiable outcomes.

Key accomplishments:

- Delivered guidance to start-up founders, enabling them to successfully secure first-time / follow-on capital by utilizing experimentation to showcase product-market fit and minimize business risks.
- Supported startup companies in identifying and targeting their key audience segments, refining their unique selling propositions, and achieving optimal alignment with the market demand, resulting in increasing investor interest and securing fruitful meetings.

Zerowall.AI – Portland, OR / Remote (SMB Cybersecurity Platform)
COO & Head of Product Innovation

Sep 2021 – Jan 2023

Developed and established an organization to explore product-market fit between a cutting-edge AI-driven cybersecurity platform and smaller organizations in need of tailored cybersecurity solutions. Collaborated with customers to co-create a comprehensive product vision from conception to delivery for a diverse range of SaaS SME, IT Managed (Security) Services Providers, and K-12 education clients. Fostered a culture of continuous experimentation and customer focus, positioned around the core value of Move Fast and Learn Things. Maintained clear alignment with internal and external stakeholders through effective communication of roadmap and vision for customers, prospects, employees, and investors. Oversaw PeopleOps and Financial processes, including forecasting and managing the P&L.

Key accomplishments:

- Successfully raised \$1.5M in bridge funding from existing and new investors, adding 6 months of runway, while regularly reporting to investors.
- Built, led, and mentored a highly motivated remote team with expertise in product design, research, content strategy, engineering, and operations.
- Revamped business models, developed user and customer journeys, conducted thorough research with customers and users, and generated initial revenue from several pivots on a Minimum Viable Product (MVP).
- Implemented a combined Product-Led and Sales-Led Growth strategy to attract and convert prospects, resulting in numerous proof-of-concept and research engagements through direct and in-person interactions with potential clients.

Head of Design

Redesigned and integrated employee end-user and administrator interfaces for UCaaS team messaging, telephony (PBX), video conferencing, and omni-channel contact center (CCaaS) applications. Streamlined executive review and signoff processes to decrease burden of executive UX oversight. Drove content strategy and research initiatives, establishing dedicated teams led by directors. Introduced DesignOps role. Fostered cross-organizational coordination by spearheading a producer/program management function. Enhanced feature definition and UX story knowledge sharing through innovation training workshops and value proposition definition procedures.

Key accomplishments:

- Transformed a small design group into a global team of 100+ award-winning designers and UX professionals, fostering high productivity and collaboration with minimal conflicts.
- Established strong offshore design presence in China, Ukraine, and Russia.
- Supported organizational growth from \$300M to over \$1B revenue and market capitalization from \$2B to \$38B by aligning product design team with company objectives and KPIs.
- Designed and delivered RNG's first comprehensive suite of integrated phone, messaging, and video mobile and web applications on an aggressive schedule to meet Gartner MQ dates and achieve an impressive Appstore rating of 4.7.
- Actively contributed to industry discussions and knowledge-sharing as a frequent speaker and thought leader on the topic of the Future of Work and best practices for hybrid onsite/remote organizational structures.
- Researched, prototyped, and delivered engineering requirements for voice-control collaboration apps and AI features.
- Achieved significant reduction in rework and time-to-delivery, while optimizing artifact quality with new rigorous, pixel-perfect asset development processes.
- Implemented a global design system and pattern library, enabling faster solution implementation, cost reduction, and enhanced user experiences by promoting collaboration between design and engineering teams.
- Transformed and guided individual contributors to thrive in design lead positions. Mentored and supported lead designers in achieving success as directors and senior directors
- Introduced collaborative Design-a-Palooza best practices, enabling effective design collaboration sprints of varying durations, from half-day sessions to full-week engagements.

Sumologic (SUMO) – Redwood City, CA (Enterprise SaaS)

Dec 2014 – Aug 2016

Head of Design & Executive Producer / Transitional Head of People Operations

Spearheaded the establishment and leadership of a global user experience design and development team of 22 members. Recruited and hired top talent in UX design and UI development, onboarding 15 candidates out of 16 offers made. Implemented standardized design patterns to ensure a consistent user experience and increase development velocity. Facilitated the prototyping of ideas for the CTO and Product teams, accelerating consensus on product direction before engineering kickoff. Created and deployed UX Debt Kanban processes to address a growing backlog of known issues. Developed creative services capacity for marketing team, including redesigning marketing website, designing community and support sites, tradeshow, and brand presence.

Served as interim Head of PeopleOps for 12 months - Oversaw HR and culture development projects, promoting a positive and collaborative workplace environment. Managed talent acquisition during a period of rapid growth, implementing standardized interviewing and feedback procedures, determining compensation, issuing and closing offers, and facilitating successful onboarding of key employees. Established the Sumo Sekitori mentorship program to foster growth in high-potential managers and directors. Streamlined visa processes to attract top talent and expedite hiring.

Key accomplishments:

- Enhanced success of product and engineering teams by implementing redesigned processes and tools.
- Enabled successful management of all functions associated with product design, helping drive company revenue and growth from <\$10B to over \$40B revenue, from Series C to Series E funding.
- Promoted a culture of shared accountability between design and development, resulting in reduced effort, rework, and cycle times.
- Revamped UI development processes by transitioning from Backbone to Angular and Material Design, leading to higher output per developer and decreased rework.
- Transitioned tech pubs from a homegrown Madcap Flair solution to Mindtouch, a modern SaaS platform integrated with CX touchpoints, enabling user tracking, feedback analytics, and SEO optimization.
- Implemented 9-Box talent management, driving transparency and consensus on top talent, promotions, and compensation.

Established a culture of experience design and requirements definition, revolutionizing the organization's approach to product design. Introduced shared pattern libraries to standardize UI and streamline design and development efforts. Developed pre- and post-release usability testing to ensure product excellence. Fostered a shift towards user research as a critical component of product definition. Successfully built and integrated offshore development teams in Beijing, China. Created and implemented efficient process and engagement models between the UX group and product teams. Oversaw product management and development of enterprise software products, including the acclaimed TIBCO General Interface Ajax framework and TIBCO Formvine. Executed a requirements-based approach to experience design, encompassing persona definition, user story development, release theming, design, testing, and development. Led Formvine from concept to initial revenue generation within 18 months. Drove training and education programs for field technical resources in pre-sales and professional services.

Key accomplishments:

- Led design team to successfully achieve company KPIs and facilitated revenue growth from \$350M to \$1.1B by providing effective leadership, coaching, and fostering cross-functional collaboration, growing UX from zero to 80+ employees globally, including offshore presence in China and India.
- Implemented shared pattern libraries, resulting in reduced design and development effort while improving time-to-market.
- Mentored and cultivated talent, guiding individuals to Director-level positions.
- Reduced development cycle times and improved product quality, resulting in faster time to market and decreased resource impact.
- Captured user requirements to develop and launch successful mobile and web releases of tibbr, TIBCO's social media platform
- Prioritized user needs throughout the entire development process, resulting in high user satisfaction as measured by NPI.
- Streamlined product release cycles, decreasing time-to-market for new features from nine months to four weeks.
- Presented technology and user experience topics at national conferences, engaging with analysts and the press.

Additional Experience

Co-Founder and Chief Executive Officer, General Interface Corp. – Rich-Client Enterprise Applications, San Francisco, CA (General Interface was acquired by TIBCO Software in 2004)

Selected Awards & Recognitions

- 2022 UC Partner Award, RingCentral - Best Customer Engagement Solution (CCaaS)
- 2021, 2020, 2019, 2018, 2017 Leader in the Gartner Magic Quadrant for UCaaS worldwide
- 2021 Webby, Best Visual Design–Function (Glip by RingCentral); Best Application (Glip by RingCentral)
- 2021 Comparably, Best Product and Design Teams
- 2020, 2019, 2018 UC Today, Best Unified Communications Platform of the Year
- 2020, 2019 TMC's Internet Telephony, Unified Communications Product of the Year
- 2020 CRN Magazine, Top 100 Mobile App
- 2020 Lovie Award, People's Choice, Best App Navigation and Structure (RC Desktop App)
- 2020 PC Magazine, Editor's Choice Award, Workplace Collaboration apps
- 2020 W3 Academy of Interactive & Visual Arts Gold Award, General Applications category; Silver Awards in Best Visual Appeal–Experience and Best Visual Appeal–Utility
- 2020 Webby, Best User Interface (RingCentral Admin Portal); Best User Interface (RingCentral Analytics)
- 2017 Gold Annual International Business Award (RingCentral Messaging)
- 2016 Lovie People's Choice Award, Best User Interface Design (Sumologic Log Analytics)
- 2014 Stevie Award, Oakland Raiders iOS mobile fan application
- 2013 Webby Award, Golden State Warriors official mobile application
- US Patent 8,136,109 – Delivery of data and formatting information to allow client-side manipulation. Covers the Ajax style of browser-based GUI development. Filed 01/2002, awarded 02/2012.

Education

Master of Business Administration (MBA) with concentrations in Marketing and Management of Organizations
Columbia Business School, New York, NY

Bachelor of Arts (BA) – Psychology
The University of Pennsylvania, Philadelphia, PA