

## SUMMARY

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Product design leader at the intersection of design, product, and strategy. Expert experience designing category-defining products, managing design teams, and partnering with executives to drive innovation with outsized growth — from seed-stage startups to a \$2.3B enterprise. AI-empowered for streamlining and scaling modern product operations.

## EXPERIENCE

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### Option A

2017-2020; 2024-Present

Principal Designer & Founder

Remote

*Option A is my design, product, and strategy consultancy. Selected engagements:*

#### Mental Health AI Startup (2026)

- Provided information architecture and UX consulting for a stealth seed stage mental health AI platform. Shaped product architecture ahead of planned seed+ and government grant raise.

#### Firstbase.io (2020)

- Provided product strategy and design direction for this Y Combinator startup SaaS platform. Experienced ~30% MoM revenue growth during engagement.

#### Plus Relocation & Capital One (2018)

- Led product design and design research for *Point C*, a pivotal executive relocation platform powered by Plus Relocation. Drove ~85% user adoption - roughly triple the industry benchmark.

#### MDR Education (2017 - 2020)

- Led the cloud transformation and design overhaul of this leading educational data company. Experienced triple-digit revenue growth with 45% coming from new and winback revenue.

### Dun & Bradstreet

2020-2024

Senior Director of UX Design

Remote

- Directed DesignOps, design system development, and Accessibility governance for the entire \$2.3B+ enterprise.
- Led product design for a \$1.3B+ portfolio across the Finance & Risk, Public Sector, and Small Business segments, partnering closely with Product, Engineering and Leadership.
- Managed the design and launch of 9+ all-new segment products including for GenAI, KYC, Fraud, Cyber Risk, ESG, and Small Business Credit, creating millions of dollars in new revenue.

- Reimagined the company's central SMB digital platform (MyD&B) and customer acquisition flows, optimizing an experience with 5+ million monthly visits, and increasing conversions by up to 70%.
- Built a centralized UX Research practice, integrating systematic voice-of-customer data into the product roadmap.
- Created management systems for interviewing, onboarding, knowledge retention, career ladders, and resource utilization; directly managed seven reports.

#### Director of UX Design

- Designed and delivered D&B's first global design system, modernizing and unifying the product image and adhering to WCAG 2.1 AA standards.
- Managed product implementation, oversight, and advocacy of the new design system across products and product teams; directly managed three reports.

#### Gust

2014-2017

##### Product Owner

New York, NY

- Validated and led the product development of the company's first paid products for founders, including Gust Launch, surpassing MRR targets in its first year.

#### Marketing Director

- Launched Gust Ecohubs in collaboration with IBM and the Executive Offices in NYC, London, and Boston, creating and growing the company's highest-grossing product.

#### OTHER EXPERIENCE

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##### Yard NYC

2013-2014

##### Digital Strategy Lead

New York, NY

##### Hudson Rouge

2012-2013

##### Director of Digital Strategy

New York, NY

#### EDUCATION

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##### Carnegie Mellon University

Pittsburgh, PA

##### BFA Industrial Design

4.0/4.0 GPA, Minors in Business and English

##### Agility11, Scrum Product Owner Training

2019