

## EXECUTIVE SUMMARY

Design leader with 14+ years building and scaling Product Design, UX Research, and Design Operations inside complex, regulated enterprises. Known for turning ambiguity into durable systems—organizations, platforms, and design strategies that scale globally and stand up to executive, customer, and market scrutiny. Trusted partner to Product, Engineering, Data, and GTM leaders.

## EXPERIENCE

### Dayforce

Director Of Product Design, Global (2023-Present)

Director Of Product Design (2021-2023)

- Scaled a global Product Design organization from 12 to 90+ across North America, APAC, EMEA, Mauritius, and the Philippines; designed leadership layers, hiring frameworks, and career paths.
- Own enterprise design strategy for a cloud-based HCM platform spanning Payroll, Workforce Management, Talent, Finance, and Compliance.
- Partner with Product, Engineering, Data Science, UX Research, Sales, and Customer Success on multi-year roadmaps, regulatory delivery, and enterprise deals.
- Established design systems and governance enabling consistency across dozens of products while supporting regional and domain-specific needs.
- Acted as senior design partner in large enterprise wins and renewals (Danone, UPS, Lululemon, NBA, NFL), contributing to platform credibility and revenue retention.
- Led AI-adjacent initiatives in workforce analytics and decision support, balancing innovation with trust, explainability, and compliance.

### Cigna

Director Of Product Design (2019-2021)

Design Consultant (2018-2019)

- Hired as a design consultant and promoted to Director; founded and scaled Design & Research from 0 to 23, supporting data-, analytics-, and AI-driven healthcare platforms.
- Owned a \$7M budget, defined KPIs, and embedded design and research into enterprise delivery pipelines.
- Founding member of the Artificial Intelligence & Innovation Lab, shaping human-centered approaches to AI/ML across patient, provider, and internal tools.
- Built an internal agency model serving six business units, improving speed-to-market and experience consistency.
- Led cross-functional launch of an enterprise data platform supporting global Data Science teams (MVP in six months).

## EXPERIENCE

### **Rocketrip**

Sr. Product Designer (2018)

Product Designer (2016-2018)

- Early design leader at Series B startup building AI-driven business travel optimization.
- Led product design, UX research, and rebrand; evolved platform from web to browser extension.
- Drove strategic SAP Concur partnership, earning App Excellence Partner status and supporting acquisition by Mondee Holdings.

### **Slalom**

UX Consultant (2015-2016)

- Led experience strategy and delivery for Fortune 500 clients including NFL, Prudential, Ralph Lauren, Wyndham, BNY Mellon, and New York Life.
- Designed scalable platforms that moved from pilot to enterprise rollout across multiple clients.

### **Avanade (Infusion)**

Senior UX Designer (2014-2015)

- Established UX research capability and served as UX SME across global delivery teams.
- Delivered complex, compliance-driven platforms for healthcare, automotive, and financial services clients.

### **New York Life Insurance**

Program Manager, Digital Transformation (2013-2014)

Lead UX Designer (2012-2013)

UX Designer (2011-2012)

- Founding UX hire within IT; progressed into program leadership driving enterprise digital transformation.
- Led UX strategy across customer service, agent tools, contract management, and tax platforms serving 23,000+ employees.

## EDUCATION

**M.S., Internet Business Systems**

Mercy University

**B.A., English**

SUNY Fredonia

## CERTIFICATIONS

**Scrum Master**

Scrum Alliance

**Mini Masters, UX Design**

Rutgers University