

Product generalist and full-stack visual thinker: a data-driven designer who codes

Design Hacks • **PRODUCT + VISUALIZATION** 2018

- ★ Bootstrapped product studio iterating toward a new product category.

140 Proof • **PRODUCT DESIGN** (FOUNDER) 2010 - 2017

- ★ Designed visual analytics product (concept to launch) that led to the ultimate acquisition of our business in a \$20M all-cash deal
- ★ Led UI / UX design & product for mobile + web Interest Graph product
- ★ Helped grow Product and Design teams from 3 to 12 FTEs
- ★ Led Interaction Design, including dashboards & rich Angular JS app
- ★ Led team through pivot process, brand definition, go-to-market strategy, and product integration into dozens of mobile social apps

Plus One • **PRODUCT + INTERACTION DESIGN** 2009

- ★ Led User Experience, Brand Design, and Product Analytics + Growth
- ★ Launched social app, drove organic growth to 2M+ users in year one
- ★ Built real-time social stream analysis and trigger engine (patented)

Venture-Backed Startup • **VP PRODUCT + UX** 2007 - 2008

- ★ Owned end to end customer and interaction design
- ★ Bootstrapped user base from zero to 14K users, 100% organic growth
- ★ Drove increased engagement through metrics & gamification
- ★ Grew product and engineering from 4 to 10 contributors

Organic • **DIRECTOR, UX** (EXPERIENCE DESIGN) 2001 - 2006

- ★ Helped lead over \$30M worth of web app design and development for Fortune 100 brands like Daimler, Domino's, and Jeep
- ★ Brought lean startup design practices to a \$100M public company
- ★ Helped grow interface engineering from 8 to 22 FTE across two offices
- ★ Grew & maintained successful vendor partnerships e.g. AKAM, IWOV

University of Michigan • **DIGITAL MULTIMEDIA** • ANN ARBOR

- ★ Bachelor of Arts – composite of: Computer Science, Linguistics, Film

🎁 **BONUS CONTRIBUTIONS**

Created the **Cognitive Bias Codex**

- Rich visualization of cognitive illusions
- 3,000+ sold in 40+ countries
- Translated: JA, FR, ES, RU, UK, AR
- Nominated: Infographic of the Year

Founded **Bay Area Dads (BAD)**

An active online community for dads.

Speaker: **Center for Entrepreneurship**

Shared startup lessons learned with 500 engineering & entrepreneurship students in founders speaker's series

Mentor: **Dev Bootcamp - Rails**

Helped non-engineers break into application development through mentorship and coaching.

'Geo Drift' **Visualization Study**

Used data analysis and mapping visualization tools to show the effects of geographic skew in social profiles. Published nationwide in AdWeek.

Presenter & Winner: **TechCrunch 50**

Pitched 5,000 investors and reporters; won second place out of 50 companies.

Technologies & Applications:

Sketch, Photoshop, Keynote, Flinto, HTTP/HTML, SCSS / CSS, Javascript / ES, Git, Redis, SQL / RDBMS, Ruby, REST, Vim, Chrome Dev Inspector, D3.js

WORK SAMPLES



INFOGRAPHICS



TALKS



OPEN SOURCE



UI SKETCHES