

SUMMARY

Senior Product Designer with 15+ years governing design systems at scale, leading mobile product strategy, and shipping enterprise software. Led mobile product design for a revenue-critical logistics marketplace supporting 175,000+ carriers — co-leading design system governance across 30+ products with 70%+ adoption.

I now combine that foundation with AI-directed development to move from product decisions to working web and native software faster while retaining the rigor that comes from nearly two decades of complex product work.

INDEPENDENT PRODUCT DESIGN & AI DEVELOPMENT

DESTIN ELITE CARTS · 2025 - Present

Client Website Rebuild + Multi-Tenant CMS Platform

Rebuilt the consumer website and built a lightweight multi-tenant CMS so a non-technical owner could manage content, inventory, branding, and hours without developer help — while laying groundwork for additional clients.

- Delivered an 8-page production site with a custom 4-step booking flow that kept users on-site instead of redirecting to third-party software.
- Designed a local-first JSON + File System Access CMS with slide-in editing, visual image picker, status management, and live content rendering on the consumer site.
- Architected multi-tenancy from day one so new clients could be added with minimal new work.
- Preserved original legal, pricing, and policy content while re-architecting UX and visual presentation.

CORPORATE DUMP™ · 2025 - Present

Solo Native Product

Designed an original consumer product on the thesis that workplace restroom quality is a measurable signal of company culture — then used AI-directed development to take it from concept to TestFlight in approximately 30 days, owning strategy, UX, branding, accessibility, and deployment end-to-end.

- Created a deadpan institutional product philosophy where the interface stays completely serious and humor comes from the subject matter itself.
- Went from no React Native experience to shipping 16 TestFlight builds using React Native, Expo, Firebase, Google Maps, and modern deployment pipelines.
- Designed a one-handed submission flow that balances anonymity, speed, GPS tagging with graceful fallback, and structured review data.
- Established a consistent institutional voice and custom vocabulary across every screen, empty state, error, and success state.
- Used a strict product decision filter on every feature: strengthen identity, improve the submit/browse experience, or increase long-term data value.

ATHLINK · 2025

Pre-Seed Product Strategy & Product Architecture

Partnered with the founder during the earliest phase of a pre-seed platform to define architecture, trust models, and governance for a curated invite-only athlete network.

- Defined multi-role permissions, trust models, and governance for long-term scale.
- Helped shift strategy toward a curated, high-trust model during early founder conversations.
- Established an early design system to support future engineering work.

BLUE FORCE GEAR · 2025

E-Commerce Design System

Delivered a robust design system foundation for a tactical e-commerce platform — reusable components, UI standards, and cross-product alignment built to support the product's long-term growth.

- Created reusable components and UI standards for long-term consistency.
- Acted as design authority for visual and cross-product alignment.

ENTERPRISE PRODUCT LEADERSHIP

STOVA · 2024 - 2025

Senior Product Designer

Brought in as the sole product designer to modernize fragmented SaaS web and mobile surfaces across a lean product organization.

- Simplified global navigation and reduced interface complexity across the product.
- Established design system architecture to support long-term platform consistency.

CARRIER 360 MOBILE PRODUCT LEADERSHIP

- Led mobile UX for a revenue-critical logistics marketplace supporting 175,000+ carriers and tens of thousands of daily users.
- Re-architected workflows around contextual lifecycle information, reducing cognitive load and improving driver decision-making.
- Delivered search and filtering that became the primary surface for discovering and booking freight.
- Guided iterative modernization across releases while balancing engineering constraints and executive priorities.

ENTERPRISE DESIGN SYSTEMS

- Co-led a CIO-sponsored enterprise design system initiative, directing 4–5 dedicated designers and partnering with principal engineering.
- Built governance supporting 50+ designers across 30+ web and mobile products.
- Drove 70%+ adoption on web through cross-product audits and executive governance reviews — and identified a <10% mobile adoption baseline with critical implementation gaps.
- Served as primary design authority for standards enforcement and executive/cross-product reviews.
- Embedded accessibility standards directly into the design system — ensuring WCAG compliance by default for all 50+ designers building across 30+ products.
- Selected as mobile design lead for a CIO-sponsored navigation initiative developed in partnership with Google, defining core mobile workflows before organizational priorities shifted.

MOVISTA · 2013 - 2018
UX Designer & Mobile Front-End Developer

- Owned end-to-end UX and front-end implementation for the flagship ONE by Movista platform — supporting 600,000+ global users across time-tracking, geofencing, and inventory workflows.
- Designed enterprise workforce management tools for clients including Walmart and Meijer.
- Worked directly with the CEO, President, and senior engineering on product strategy and roadmap.

EARLIER EXPERIENCE

SHOPTOLOGY · 2012 - 2013
Digital Art Director

APPRISS · 2011 - 2012
Mobile UX Designer

AREAS OF EXPERTISE

PRODUCT STRATEGY & UX

Product Architecture · Complex Workflow Design · Information Architecture · Mobile Product Strategy · Interaction Design · Accessibility (WCAG) · Research Synthesis · Design Thinking · UX Writing

LEADERSHIP

Design Systems & Governance · Enterprise Standards · Executive Communication · Cross-Functional Alignment · Sprint & Roadmap Collaboration · Design-To-Development Partnership

AI-DIRECTED PRODUCT DEVELOPMENT

AI-Assisted Implementation · Rapid Validation & Shipping · Native Mobile & Web Delivery · Deployment Pipelines · Git Workflows · Technical Documentation

TOOLS

Figma · React Native · Expo · Firebase · Firestore · HTML/CSS/JavaScript · EAS Build · TestFlight · Adobe Creative Cloud · Miro · Claude / Claude Code

CERTIFICATIONS

NIELSEN NORMAN GROUP UX CERTIFICATION

Designing Complex Apps For Specialized Domains · Writing Compelling Digital Copy · User Interviews · Storytelling To Present UX Work · Measuring UX And ROI

MILITARY

UNITED STATES MARINE CORPS RESERVE · 2010 - 2013
Mortarman (0341)

EDUCATION

FULL SAIL UNIVERSITY · 2003 - 2006

- B.S. Entertainment Business
- A.S. Film Production