

I help product-led companies scale design impact and ship faster without sacrificing quality.

Experience

Founder & Design Technologist

Summimarket

2024–Present

Identified an underserved market in premium camera resale and built an end-to-end auction platform—from a humble newsletter to functioning marketplace with paying customers in six months. Designed and developed the complete product: bidding system, payment processing, and a distraction-free interface that prioritizes transparency and trust.

Product-led Growth

Iterated rapidly using real-time behavioral analytics, improving landing page conversion from 1.1% to 4.5%. Early customer response validates the core thesis: collectors want a focused, trustworthy alternative to generalist marketplaces.

Senior Director of User Experience

AppFolio

2019–2024

Interim VP of User Experience (2023–2024)

New Design Culture

- Scaled design organization from 17 to 50+ members through strategic talent acquisition and DEI-focused hiring practices
- Evolved operating model from embedded teams to hybrid service model, enabling dedicated design support for infrastructure initiatives
- Operated as peer-level executive with VP Engineering/Product, reporting to SVP Product and working with executive leadership

Leading with Design

- Led design strategy for resident experience platform serving 7M+ users through comprehensive user research and consumer-grade design
- Architected Coastline design system unifying B2B and B2C products across 60+ teams, improving development velocity and reducing design debt
- Introduced Figma organization-wide, transforming collaborative design processes and cross-functional partnerships
- Established user research service model connecting rapid insights to strategic business deci-

sions

From Atomic Teams to the C-Suite

- Led teams through customer journey immersion sessions, directly influencing product strategy through user-centered insights
- Transformed design culture from service function to strategic partner through process innovation and cross-functional integration
- Built comprehensive hiring framework with DEI best practices, training 50+ cross-functional interviewers in design evaluation

Director of Digital Strategy

Santa Clara University

2010–2019

Built cross-functional UX Center of Excellence implementing data-informed design practices across 40+ departments. Launched the university's new identity and content strategy, focused on human stories and timeless design. Led digital initiatives for \$1B fundraising campaign, creating engagement-driving experiences across multiple platforms.

Organizational Design Impact

Architected unified enterprise design system reducing design debt by 60% while improving development velocity by 40%. Established accessibility practice and authored university's first accessibility policy. Delivered design training to 400+ content creators.

Selected Works

- [Replit, the Figma Replacement](#) (2025)
- AppFolio Customer Conference: Resident experience revolution (2024), Burnout: Creating happy, healthy, and engaged teams (2021)
- [Design Leadership Recipes](#) (2024)
- [Modern version control](#) (2012)

Complete experience and recommendations available on [LinkedIn](#)