

Experience

Wildfire Systems — Director of Product Design
March 2025 - Current

- Lead design org for a white-label commerce platform, powering cashback, offers, and retail media experiences across extensions, browser, and partner-embedded surfaces.
- Drive product strategy and UX across activation, discovery, and monetization, partnering with product, engineering, merchant and client teams to improve LTV and scale.
- Increased YoY activations by 18%, improved research velocity by 90%, and directed the delivery of a token-based white-label design system across several clients and surfaces.

Fandango (Rotten Tomatoes) — Product Designer, UI
March 2023 - March 2025

- Lead UI product designer for Rotten Tomatoes, responsible for UI, interaction design, experimentation, and the design system.
- Led native mobile app launch and redesigned the highest-traffic page, driving 10K installs, +107% affiliate outclicks, +102% watchlist clicks, and +5% YoY visits.

Slickdeals — Product Designer
June 2021 - March 2023

- Lead designer on Cashback Rewards and directed UXR, UX, and UI design initiatives for acquisition and retention efforts.
- Grew product revenue from \$51M to \$154M, and grew user base from 82K to 483K.

Poised — Product Designer
November 2020 - February 2021 (Contract)

- Led MVP design vision for an AI virtual public-speaking coach which helped secure \$5m seed investment.
- Designed wireframes, information architecture structures, wireframes, rapid prototypes, and crafted an associated design system for increased production speed.

Copysmith.ai — Product Designer
August - November 2020 (Contract)

- Co-led our design team in an 8-week timeline to launch an AI-powered copy-writing LLM, which reached #2 on ProductHunt and acquired 13,000 users 2 months after launch. Eventually acquired for \$10 million.
- Crafted UX strategy with user journeys, wireframes and prototypes in collaboration with GPT-engineers, front-end developers, marketing teams, and the product owner.

Education

University of California, Santa Cruz — B.A. Anthropology
September 2014 - December 2018

Skills

Wireframing	Figma	User Interviews
User Flows	CSS	Usability Testing
UI Design	HTML	A/B Testing
Animation & Interaction	Adobe Suite (Ps, Ai, Ae)	Competitive Analysis
Design Systems	Blender	Analytics