

- **DIAS™**: Launched my own design studio during pandemic; grew team to 7, managed 25+ clients, 40+ projects, avg. \$20-30k per client
- **RevUnit**: Promoted 3x in 4 years, by supporting rapid team growth (15 to 150), managing Fortune 1000 accounts, primary revenue driver
- **Solidhaus**: 1 of 20 global startups invited to Apple in 2017 to partner with ARKit team, later featured by Apple **"AR Apps We Love"**
- **Life is Beautiful**: Led a scrappy creative team to rebrand/relaunch music festival featuring Stevie Wonder, Kendrick Lamar, etc.
- **Loopfirst**: Turned an project into a startup during my junior year of undergrad; raised funding and launched in my senior year

**DIAS™ Design Studio** *San Francisco, CA***Nov 2020 – Present**

Founder, CEO

- Provided product strategy and design services, driving \$500k-\$1M in revenue per client, in verticals: B2B/B2C SaaS, CPG, e-commerce
- At any given time, managed 3-7 clients, while working on 2-3 projects as individual contributor: product designer, creative director, PM
- Managed a team of 7: product designers, UX researchers, brand designers, product managers, and software engineers
- Identified problems and opportunities, generated ideas, and transformed concepts into successful user-centric products and features
- Collaborated with client teams: marketing, engineering, product management, etc. to align vision toward business goals and constraints
- Clients include: Meyer Corporation, Teachable, Fear of God, YMCA, and more

**RevUnit** *Las Vegas, NV***Jan 2017 – Dec 2020**

Director Product Strategy (Aug 2019 – Nov 2020)

- Worked side-by-side with RevUnit's executive team to drive revenue for early-stage client accounts, as SME in product & design
- Concurrently managed 2-3 clients: running design thinking workshops, design sprints, and stakeholder alignment meetings
- Responsible for converting early stage clients to larger contracts; converted over 7 accounts, at \$200-300k per deal
- Responsible for product vision, go-to-market strategy, business-case building, partnership proposals, and key product design decisions
- Collaborated with cross-functional teams, across C-level, SVP, VP, and director-level leaders at multiple Fortune 1000 orgs
- Clients include: Walmart International, Underarmour, Chick-fil-A, H-E-B, Teach for America, Visionworks, Zappos, and more

Senior Product Manager (Aug 2018 – Aug 2019)

- Owned and responsible for one client team's outcomes, and managed the product team for their B2B SaaS product: ship.com
- Defined go-to-market strategy, preformed product discovery, built product roadmap from scratch with CEO, CMO, COO at client team
- Aligned on strategy and executed against outcome metrics, based off design sprints with stakeholders and product team
- Led product team and closely collaborated with team leads for marketing, content strategy, customer support, finance, and sales
- Managed a team of 5 to ship a core product across multiple platforms: iOS, Android, Web App, Google Assistant, Amazon Alexa
- Managed \$100k/mo budget and maintained an 80-90% utilized team for consultation, product, design, and development services

Product Designer (Jan 2017 – Aug 2018)

- Proven ability as design thought leader in communicating ideas and articulating design decisions, within a user-centric design process
- Formed, managed, and led a design team of 3 for a software platform for Zappos, consisting of a suite of inter-connected internal tools
- Defined our team's user research processes for generative studies, qualitative research, user interviews, and usability testing
- Familiarity with technical constraints and limitations to produce a high-touch collaboration with front-end and back-end engineers
- Expert proficiency in tools: Figma, Sketch, Invision, Abstract, Framer, Miro, Mural, Photoshop, Illustrator, After Effects, Jira, Notion

**Solidhaus** *Las Vegas, NV***Aug 2016 – Dec 2020**

Co-Founder, CEO

- Provided Virtual Reality services using Unreal Engine & Unity for architecture, engineering, and construction clients
- Pivoted business to Augmented Reality upon release of Apple's ARKit SDK, piloting AR iPhone & iPad app to our existing customers
- Launched freemium B2B software that integrated with Autodesk Revit, Rhino 3D, Solidworks, etc; later featured by Apple in App Store

**Life is Beautiful Music Festival** *Las Vegas, NV***Dec 2014 – Jan 2016**

Creative Director

- Executed rebranding effort alongside cross-functional team of executives, marketing leads, and festival partners/investors
- Led design team of 3, performing both hands-on design work and approving all assets for print, display, outdoor, apparel, and video
- Designed key assets for marketing, sales and digital: logo, festival poster, and core e-commerce ticketing flow

**Loopfirst** *Austin, TX***Feb 2013 – Dec 2014**

Co-Founder, CEO

- Founded this startup in the junior year of my engineering degree, raised funding during senior year
- Led seed funding round for startup team to design, build, and market a SMB SaaS product, piloted with a dozen customers
- Managed startup team of 6 while driving product vision, executing go-to-market strategy, and fulfilling investor needs

**University of Nevada, Las Vegas**

- Aug 2011 to May 2014, for Electrical Engineering and Solar/Renewable Energy