RESUME

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ABOUT ME

With over 15 years of experience, I excel at turning complex technology into user-friendly solutions. Most recently, I led the design of an AR construction-tech app used across 50+ jobsites within its first year. I'm passionate about digging into the tech, understanding real user needs and workflows, and designing interfaces that feel simple and look great.

To me, that's what good product design is: novel tech, smart workflows, and solid UI.

EXPERIENCE

SITELINK — PRINCIPAL PRODUCT DESIGNER — 2023 - 2025

Startup construction tech company building an AR product for field use during all phases of construction.

- Led product design from the ground up, with an initial beta app launch in under 5 months.
- Created a design system used across web and iOS—maintaining a cohesive look and feel while leveraging native iOS controls and patterns.
- Regularly led onboarding and feedback sessions with customers, adjusting design direction based on real-world use.

SPECTAR — PRODUCT DESIGNER — 2019 - 2023

Construction tech company focused on BIM (3D model) visualization using Microsoft HoloLens.

- Built a design system with first-of-its-kind AR interactions, workflows and UI.
- Responsibilities included: information architecture, interaction design, UI design, roadmapping, user research /testing, presentations /demos, prototyping, and more.
- Collaborated directly with the HoloLens team in Redmond to push the technical and design limits of the device.

AYZENBERG — UI DESIGNER — 2016 - 2019

Privately owned agency known for its cutting-edge work in the video game and electronics industries.

- Responsible for content strategy, information architecture, wireframing, and prototyping for major website redesigns.
- Clients included Microsoft, Amblin Entertainment, NextVR, Oculus, EPIX, Netflix, and others.

RUSS REID — UI DESIGNER — 2013 - 2015

SAVE THE TA-TAS — GRAPHIC DESIGNER — 2009 - 2013

CAL STATE UNIVERSITY NORTHRIDGE — BACHELOR OF ARTS : GRAPHIC DESIGN — 2013

PROFICIENCY

- Figma ●●●
- Sketch ●●●
- Photoshop ●●●
- Indesign ●●●
- Adobe XD ●●○
- After Effects ●○○
- Blender ●○○
- Unity ●○○
- Framer ●○○