

Shopify 2020 - PRESENT

Senior Staff Product Designer, Retail

Cofounded Retail's first Buyer Experience team and led a redesign of the buyer facing checkout to enable richer, more complex merchant customization. Responsible for craft leadership across the org through direct mentorship, critique, and workshops.

Staff Product Designer, Shop

Led the redesign of Shop Pay's checkout to unify it with Shopify's core checkout and support advanced merchant customization. This enabled adoption by Shopify's largest, most complex merchants—bringing Shop Pay's conversion advantage to a broader base.

UX Manager, Core

Led four concurrent workstreams in Shopify's Admin: user access, auditing, brand settings, and a redesign of the settings experience to improve clarity and support for scaling business complexity. Managed up to 5 ICs plus 1 manager with 2 direct reports.

GitHub 2019 - 2020

Design Manager, GitHub.com

Led the Site Design team, shaping experience across GitHub.com to communicate product and business value and drive conversion. Applied a product-centric lens to redesign key surfaces, increasing activation of new teams and feature adoption.

Freelancing 2018

Notable clients include AngelList, Tech Ladies, and Eaten Magazine.

BuzzFeed 2013 - 2017

Product Design Manager, Apps + Video Tools

Led BuzzFeed's App Design team to launch content-specific apps (News, Video, Quizzes), managing up to five designers and introducing design sprints to validate concepts and guide investment. Co-founded a cross-functional initiative to build internal tools for video producers, managing three designers across distinct products. Established foundational systems for leveling, critique, and hiring to scale design quality and team effectiveness.

Product Designer, Apps

Redesigned BuzzFeed's flagship iOS app during a major refactor, elevating visual and interaction design across core surfaces. Developed systems for personalization and contextual content delivery.

Early Experience 2010 - 2013

Sole designer on major native app redesigns and product launches at Venmo, and Miso, and led 0-1 design for Intuit's Weave app.