

Creating inspiration and impact through experience.

Product Strategy and User Experience Design leader passionate about creating meaningful and innovative products that excite users and help businesses transform and grow.

- Lead, influence, and execute experience vision, strategy, and processes that drive successful products; addressing key business goals and under-served customer needs.
- Use Voice of the Customer, industry knowledge, and predictive trends to deliver meaningful experiences supporting a variety of markets, business models, and industries.
- Embrace a growth mindset driven by curious learning, creative problem solving, and open-mindedness. Willing to take risks, learn, and adapt to meet the needs of the customer, business, and team.
- Build, mentor and scale exceptional cross-functional teams including Product Managers, Researchers, Designers, and Developers.
- Define tools, processes, systems, and practices to efficiently scale products and teams.

EXPERIENCE

Salesforce

Vice President, Product Design and User Experience — 2018 - Current

Lead global team of User Experience and Product Designers for Experience Cloud, Commerce Cloud, and Payments contributing to a combined Digital revenue of \$3.1B, a 25.2% increase over previous fiscal year. Successfully launched multiple new product innovations including Salesforce CMS, Order Management, B2B Commerce, B2B2C Commerce (DTC), and Headless Commerce. Co-founder of Yogaforce, an internal Salesforce yoga community with over 500 members.

Westfield Labs / Westfield Retail Solutions / OneMarket

Vice President, Experience Design — 2016 - 2018

Grew, managed, and mentored a talented team of high-performing Product Designers, Communication Designers, and Front-end Developers. Responsible for the design and delivery of B2B and B2C experiences across Venues, Retailers, and Third Party Aggregators. Partnered with Product Management, Marketing, and Sales to define product vision and go-to-market strategy and positioning. Key stakeholder in corporate and consumer re-branding; owner of brand guidelines.

Fanatics, Inc.

Director, Product Design and User Experience — 2014 - 2016

Provided creative direction and hands-on design for the successful redesign of the Fanatics platform. Member of the leadership team responsible for creation and rollout of corporate rebranding. Managed and coached a team of User Experience, Interaction and Visual Designers, and Researchers responsible for 3 native apps across 2 platforms, responsive web experiences, and enterprise tools.

Zappos Labs (Zappos, Inc.)

Product Strategy and User Experience Manager — 2011 - 2014

Responsible for product strategy, roadmap, and user experience across platforms and devices to deliver new and innovative experiments in retail; inspiring the future of Zappos. Grew idea, defined vision, and launched Glance by Zappos and Zappos Now (ZN). Led a team of User Experience, Visual Designers, and Product Managers.

120 Movements, Inc.

Founder and Principal — 2004 - 2011

120 Movements was an interactive agency combining strategy, design, and technology to deliver compelling and intuitive user experiences that meet the needs of businesses and their customers.

120 Movements Selected Clients

CNN

Worked with CNN Digital leadership team to develop a strategic approach and guidelines for a future CNN online experience extending across many different devices and platforms.

Smart Design (for Logitech / Google)

Led design efforts for Music and Support applications on Logitech Revue with Google TV. Worked closely with client and project teams from concept through testing and support.

Wells Fargo

Worked with the Customer Experience and Product teams leading customer experience initiatives for the \$15.1B Wells Fargo/Wachovia acquisition, Online Banking, and Bill Pay platforms.

Additional Sample Clients: Intuit, Method Inc., Yahoo!, Seagate, AOL

SPEAKING

Design Gurus Summit

Talk: Power of Influence — Using the Psychology of Persuasion to Drive Engagement and Sales

Warm Gun

Talk: Designing for Retail — Eliminating UI for Mobile Optimization.

PSFK Future Of Retail Conference

Talk: Experimenting with Omni-Retail.

Digiday Retail Summit

Talk: How Social Media is Transforming E-Commerce.

RE:DESIGN UXD

Talk: What We Can Learn from Disruptors.

SAP Retail Forum

Panel: Leadership in Retail: Capitalizing on Key Trends in Retail to Capture the Customer's Imagination.

PRESS

The Future of Retail

Cooper Journal

Zappos Labs: The Frontier Of Online Retail Is Curation

PSFK

Achieving Customer Satisfaction Across Channels

PSFK

Glance Is Zappos's Gamble On Curated E-Commerce

Fast Company

Q&A With Zappos Labs on the Future of Shopping

Mashable

Zappos re-imagines the magazine via the iPad Internet Retailer

Internet Retailer

AWARDS

Webby Finalist, Mobile & Apps Shopping

One Show Merit, Interactive

How Interactive Design Annual Merit, Consumer Websites

The American Business Awards, Best Online Campaign

Flash Forward Finalist, Motion Graphics

Clio Awards Short List, Internet Advertising

NOTABLE

Recent member of TheSecondOpinion Board of Directors

Graduate Instructor, Academy of Art University

Listed inventor on patents: US7913173 and US8156422

RYT 200 certified yoga instructor

PERSONAL PASSIONS

When I'm not working, I'm probably tangled in a yoga pose, hiking in the mountains, or traveling in a far-off country!