

## MISSION

# Create experiences people love.

*I'm passionate about crafting memorable experiences and delighting customers with products they want to use again and again.*

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## EXPERIENCE

### Disney, ESPN & Entertainment Technology

**2023 - Present • Concept & Systems Designer**

- *Launched ICON, a design system of systems supporting all 23 brands at Disney and over 10 different technology platforms(Apple, Android, Browser Based TVs etc.)*
- *Created & maintained internal Figma plugins that have saved thousands of hours for the design team.*
- *Collaborated with Design Engineering to create a proprietary token management database and tools, enabling more autonomy and transparent handoffs with engineering.*
- *Updated our system components to be a launch app for the Apple Vision Pro, as well as led product design for all age restrictions and profile support.*
- *Led a redesign of the Disney+ apps to support our new brand direction.*
- *Updated our global fonts across Disney+ to an internally developed font that saved the company millions in vendor fees.*

### Disney Streaming

**2021 - 2021 • Senior Product Designer**

- *Developed MyDisney design system, a unified account experience on all 23 Disney brands and devices.*
- *Worked with all platforms to update our fonts to launch Disney+ in 12 new countries.*
- *Led workshops and training to onboard all product designers to Figma.*

## **DoorDash**

### **2017 - 2021 • Senior Product Designer**

- *For three years, I led design for all parts of the ordering experience (from store page to checkout)*
- *Redesigned our menu architecture to support longer menus, and increased menu visibility by 30% and overall conversion 15%.*
- *Reimagined our reordering experience, which accounted for 51% of all orders. Reduced time to check out, support tickets and increased overall profit.*
- *Consolidated our checkout experience to increase transparency for our customers.*
- *Developed several photography and design guidelines for our stores and partners to follow, such as logos, header imagery and menu items.*
- *Led vision sprints for both store pages as well as overall app architecture to support growing verticals and businesses like deals and dashpass.*
- *Added moments of delight, such as the cuisine icon animations that were touted often in user research as customers' favorite features.*

## **Odopod**

### **2014 - 2017 • Interaction Designer**

- *Delivered UX, IA solutions and vision sprints for clients including Google, Facebook, GoPro, Ebay, Target, LG, Visa, Audemars Piguet, and others.*
- *Specialized in crafting decks, and vision sprints for future vision projects and testing concepts with consumers.*

## **EDUCATION**

### **Rochester Institute of Technology**

#### **2014 • Bachelor of Fine Arts • New Media Design**

## **MORE ABOUT ME**

*Thanks for making it this far! Outside of work you can find me spending time with my incredible wife, floppy dog, and newborn son. We are likely running around working on our house, exploring new furniture stores, or working on a woodworking project in the garage. Look forward to chatting with you!*