

## STATEMENT

I am a passionate Product Design Manager with 12+ years of experience in emerging technology, product strategy, and subscription services. Driven by user insights, my design leadership has consistently led to elegant, intuitive solutions and product improvements. I have expertise in agile product design, mobile apps, extended reality, and immersive media. I foster the development of my design team while ensuring cross-functional collaboration with stakeholders, in order to deliver value to our company and our customers.

## EXPERIENCE

**Product Design Manager, XD** | 2022-Present  
Ford Motor Company, Los Angeles, CA (Remote)

- Lead a distributed remote team of UI/UX designers
- Drive a holistic design process across a mobile app, marketing web site, and design system
- Mentor junior and senior designers to enhance their craft, career development, and agile productivity
- Designed Ford's first direct-to-customer mobility subscription service in 2022, then supported scaling the service in 3 markets and expanding our digital products:
  - Updated UX to increase Conversion Rate by 15%
  - Developed mobile app with 90% Daily Active Users

**Design Lead, D-Ford Research Labs** | 2020-2022  
Ford Motor Company, Palo Alto, CA

- Led a cross-functional team of engineers, researchers, and designers to create user experience simulators to test future in-vehicle interfaces with customers
- Developed product vision, strategy, and design principles based on customer research insights
- Designed PPE distribution service during COVID

## SKILLS

Design Leadership  
Agile Management  
UX/UI Design  
Visual Storytelling  
Product Strategy  
Human-Centered Design  
VR/AR/MR Design  
Service Design  
Design Systems

## TOOLS

Adobe Creative Suite  
Figma  
Sketch  
Unity

## AWARDS

**Best Design Study**  
CHI Showcase 2018

**Best Mobility Film**  
Urbanist Festival 2016

## EDUCATION

**PhD in Media Arts + Practice**  
University of Southern California (USC)

**MFA in Digital Arts + New Media**  
University of California Santa Cruz (UCSC)

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# EXPERIENCE CONTINUED

## **Senior Interaction Designer, Greenfield Labs | 2018-2020**

Ford Motor Company, Palo Alto, CA

- Designed mobile app prototypes and wireframes for future mobility services
- Partnered with IDEO collaborators to run human-centered design research endeavors

## **VR Researcher (Contract), News Lab | 2017**

Google, San Francisco, CA

- Co-authored a special report on virtual reality storytelling and design affordances
- Partnered with Lead Anthropologist to translate ethnographic research into final report
- Led literature review and supported additional field research with VR professionals

## **Creative Content Editor (Contract), Global Production Labs | 2017**

Intel, San Francisco, CA

- Edited marketing materials and digital advertisements for creative technology experiences that showcased company's product
- Directed marketing production about company's social impact in The Bay Area

## **Visual Design Consultant | 2016**

Agence Ter, Los Angeles, CA

- Consulted landscape architecture firm in creating visual storytelling materials for their Pershing Square redesign proposal to the City of Los Angeles
- Co-wrote and directed documentary production of winning video proposal

## **UX Designer, World Building Media Lab | 2012-2016**

Experimental Design, Los Angeles, CA

- Designed UX and consulted corporate clients exploring extended reality technology, working with 21st Century Fox, Technicolor, and Intel
- Designed UI elements and wireframes for Augmented Reality (AR) and Virtual Reality (VR) experiences as part of Intel's CES 2014 Keynote Speaker presentation