

Professional summary

Principal-level Product Designer with 13 years shipping consumer and enterprise products at Microsoft and IBM. Specialist in designing for scale (multi-surface, multi-audience platforms serving tens of millions of users) with a proven track record of translating behavioral data, personalization systems, and community mechanics into high-impact consumer experiences. Most recently served as Design Architect at Xbox, owning end-to-end design across platform experiences and shipping work that moved engagement and revenue metrics measurably.

Experience

Design Architect • Microsoft — Xbox

MAR 2020 – JAN 2026

Senior-most IC design role at Xbox, reporting directly to the Head of Design. Defined product strategy, shaped executive roadmaps, and owned end-to-end design across platform-level consumer experiences for a global audience of 20M+ monthly active users. Led the Community design team to deliver core engagement and safety functionality to customers.

- Owned end-to-end design of Xbox Benefits Hub (a multi-surface engagement and rewards experience across console, mobile, and PC) driving +1.6M gameplay hours (+34% weekly average) and +\$292K in monthly active spend (+32% weekly average) within three weeks of launch.
 - Designed for multiple distinct user personas simultaneously: casual players, highly engaged subscribers, and new platform entrants. Each with different motivations, entry points, and activation paths.
 - Evolved the experience across two phases: a tactical, constraint-led first investment that proved the hypothesis, followed by a full cross-device platform initiative spanning mobile, PC, and console.
- Led architecture and design for the consolidation of Xbox's two mobile apps into a unified product serving 20M+ MAU. Defined information architecture, navigation system, and migration experience.
 - Generated \$4M+ in revenue within the first 30 days of enabling in-app purchases (125% above the \$1.9M initial forecast).
 - Designed for a split audience of console-first gamers and subscription-first Game Pass members, requiring a single IA that served divergent mental models without alienating either group.
- Designed personalization and recommendation surfaces across the Xbox platform, translating behavioral data signals (play history, content affinity, social graph activity) into ambient, non-intrusive discovery experiences at consumer scale.
- Delivered family safety and parental control experiences, navigating multi-generational use cases and divergent permission models across a shared household product.
- Contributed to the Xbox Design System (XDS) governance, establishing component patterns and interaction standards adopted across multiple product teams and surfaces.
- Designed community, social, and onboarding features (including friends systems, party mechanics, game invites, and achievements) driving habit formation and retention across Xbox's platform.

Senior Product Designer • IBM — Cloud, Digital Business Group

JAN 2014 – FEB 2020

Senior IC designer for IBM Cloud's enterprise SaaS DevTools portfolio, defining product direction and improving developer and DevOps experiences as a player-coach. Coordinated team workload and stakeholder communication while owning IC deliverables.

- Reversed failing adoption of DevOps Insights, an enterprise SaaS developer experience tool for IBM Cloud. Diagnosed UX failure, pivoted strategy, and redesigned the core entry experience, driving 4x user growth (1,750 → 7,000) and 4x monthly visitors in 60 days.
- Shipped IBM's first self-service SaaS marketplace.
- Shipped Provider Workbench, the back-end system that enabled internal and partner SaaS products to be onboarded and managed for our digital marketplace.
- Facilitated dozens of Design Thinking workshops with enterprise clients, cross-functional stakeholders, and community leaders.

Visual Designer • Zappos — SiteOps, 6PM

NOV 2012 – DEC 2013

Produced web and print marketing assets for Zappos and 6pm, art-directing photoshoots and collaborating with high-performing brands (e.g., Ugg) on seasonal campaigns.

Core competencies

Consumer Product Design at Scale: Multi-surface design (mobile, console, web), multi-persona IA, habit formation mechanics, community and social systems, personalization and recommendation surfaces

IC Design Leadership: 0→1 product definition, platform-scale systems thinking, design strategy, executive storytelling, cross-functional influence without authority

Data-Informed Design: Behavioral signal integration, experimentation-driven iteration, A/B testing frameworks, analytics-informed design decisions

Design Leadership & Team Development: Track record of growing and mentoring design talent, leading cross-functional teams, building design culture. Available as a high-impact IC, player-coach, or people manager as needed

Craft & Tooling: Figma, FigJam, design systems, high-fidelity prototyping, motion design principles, AI tools (Cursor, Perplexity, Claude, etc...)

Research Methods: Generative research, usability testing, competitive analysis, UX audit, stakeholder interviews

Education

B.F.A., Communication Design • Texas State University

FALL 2007 – SPRING 2012