

## Summary

Experienced Product Designer + Design Leader with over 13 years in design and 5+ years in team management. Proven ability to manage and scale design teams across healthcare and technology industries. Possesses deep expertise in UX/UI and human-centered design principles, playing a pivotal role in zero-to-one product design and contributing to successful acquisitions. Renowned for strategic vision and aligning cross-functional teams to deliver innovative, user-focused solutions that drive business growth and enhance customer engagement.

## Work Experience

**League Inc.** April 2025 - present  
**Principal Product Designer**

As Principal Product Designer at League Corp., lead end-to-end UX/UI design for our enterprise-grade configuration platform and act as design lead for our Highmark Health client's user-facing application. This role blends deep product design expertise with leadership, driving solutions that balance business objectives, technical feasibility, and exceptional user experience.

- Lead UX/UI design for League's configuration platform, creating intuitive workflows and interfaces that empower administrators and internal teams.
- Serve as the primary design lead for Highmark Health's user application, ensuring an engaging, accessible, and user-first experience. Updated design standards for a consistent look, feel, and user workflow.
- Streamlined product workflows to enhance usability and efficiency.

**Sunny Health AI** Dec 2024 - present  
**Fractional - Director of Product Design + Lead Designer**

As Fractional Director of Product Design and Lead Designer at Sunny Health AI, I led the end-to-end design vision for an AI-driven health platform, shaping the brand, product experience, and design foundation from the ground up. My work spanned product strategy, growth-focused design, and investor storytelling, helping position the company for early traction and successful pre-seed funding.

- Directed product design efforts for Sunny Health AI, focusing on branding and UX/UI for the AI agent product.
- Developed compelling pitch decks that successfully secured pre-seed funding.
- Implemented growth design strategies that attracted and signed new clients to the platform.
- Developed products design style, strategy and design system.

**Beginly Health** Aug 2024 - March 2025  
**Fractional - Director of Product Design**

Led a comprehensive overhaul of the product's user experience, improving workflows, increasing user engagement, and ensuring consistency across design standards. Designed solutions to address user pain points and drive measurable improvements in key metrics.

- Conducted user testing workshops with current users to identify pain points and validate UX improvements.
- Improved user engagement, profile completions, and job match acceptance rates.
- Updated design standards for a consistent look, feel, and user workflow.
- Streamlined product workflows to enhance usability and efficiency.

**Optum (Acquired Rally Health), San Francisco, CA** Mar 2023 - Aug 2024  
**Design Director | Manager**

Oversee a mobile platform designed to educate users about medications, facilitate interactions with Pharmacy Benefits Management (PBM), and streamline home delivery services.

- Focus on enhancing user trust and engagement with the application resulting in **16.6% increase in home delivery order completion rate**, a **6% decrease in Healthsafe ID logins** in favor of business objective biometric login methods.

**Rally Health, San Francisco, CA** Jun 2019 - Mar 2023  
**Director of Experience and Design**

Managed and developed a team of 13 UX/UI designers, with a focus on Rally Tooling, Engage products, and Data Visualization.

- The team worked on the entire Rally experience, including both the consumer-facing interface and the administrative backend.
- Directed design strategies for Rally Engage, lead to a **23% increase in user engagement, helped revenue increase top \$900m, user growth increases to 35m.**
- Created a seamless, efficient process for our internal admins, significantly reducing configuration errors and saving time. This approach ensured that our backend operations were as streamlined as our user-facing interfaces, contributing to overall product efficiency and reliability.

**Rally Health, San Francisco, CA** Mar 2019 - Jun 2019  
**Creative Director - Enterprise Tooling + Data**

Led design for enterprise tools and data visualization, aligning with business requirements and user needs.

- This initiative resulted in a **20% productivity boost** for the Customer Relations team, a **15-20% improvement in development efficiency** by minimizing content insertion support, and a **10-15% increase in design team efficiency**. Also driving a **22% increase in sales closures** by offering integrated front-end and backend tools.
- Managed and mentored a team of designers, guiding the creation of effective, requirement-driven solutions.
- Developed and implemented processes to streamline content management and workflow, improving project efficiency and consistency. Achieved a zero dev involvement for the onboarding process of clients and user groups.
- Partnered with engineering and product teams to ensure seamless design integration and execution, significantly improving processes and saving the development team valuable time during builds and implementation.

**Rally Health, San Francisco, CA** Jul 2016 - Mar 2019  
**Product Design Lead - Enterprise Tooling**

Led a team of two designers to develop requirement-driven solutions and establish efficient processes for content and workflow management.

- Focused on establishing patterns and consistent workflows across the ecosystem, ensuring all tools functioned uniformly regardless of their purpose.
- Managed design processes to ensure precise, pixel-perfect outcomes.
- Design-Development Alignment: Collaborated with development teams for seamless design implementation allowing the development teams to work quicker with fewer issues on design QA.
- Team Building and Management: Led a team of designers to create requirement-driven solutions that align with business objectives and enhance user experiences.

**Rally Health, San Francisco, CA** Dec 2012 - Jul 2016  
**Senior Interaction Designer**

Collaborated with product owners and a team of designers to concept, design, and develop ideas and visual assets for the company's flagship product, Rally.

- Collaborated closely with product owners to guide the design team in creating visual assets for Rally, which played a key role in defining the engagement success of our product, Zensay. This success contributed to the eventual acquisition by UnitedHealthcare.
- Led the development of visual components for Rally, including features like social networking, health advice, personal goals, and activities. Our highly adopted **incentives engine delivered over \$25m in rewards to our 35m users.**

**snape.net, San Francisco, CA** Jun 1999 - Dec 2012  
**Creative Director | Designer**

Collaborated with clients and agencies in web, motion, sound, and design, delivering innovative solutions across disciplines. Skilled in building and directing teams to achieve project visions. A strategic, process-oriented thinker with diverse design capabilities and strong organizational skills.

- Expertise: Over 20 years of experience in web, motion, sound, and design, delivering innovative and cross-disciplinary solutions.
- Team Leadership: Skilled in building and leading teams, with a strong ability to articulate clear and compelling project visions.
- Strategic Thinking: Proven strategic thinker with extensive design expertise, known for being process-driven, organized, and highly motivated to achieve exceptional results.

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## Core Skills

Product Design Leadership, User Experience (UX) Design, Creative Direction, User Interface (UI) Design, Team Development and Mentorship, Design System Development, Cross-Functional Collaboration, Strategic Planning, Process Optimization, Interaction Design, Problem Solving, Stakeholder Communication, Storytelling, Scaling Product Design for Acquisition, Empathy, User Research, System thinker, Figma, Prototyping

## Additional Experience

**Snape Photography, Atlanta, Chicago, San Francisco**  
**Professional Photographer**

**Notable Clients:**

ABN Amro, ACCO, American Red Cross, Arthur Andersen, Bloomberg Publishing, Caltech, Coca-Cola, Harry & David, IDEO, MCI, Motorola, Neenah Paper, NYSE, Progressive Insurance, Time Inc., Whole Foods, WW Grainger

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## Education

**Rochester Institute of Technology**  
Bachelor of Fine Arts (BFA) - Photography