

A Staff UX Designer with 10+ years building products at the intersection of emerging technology and human capability — from enterprise data tools and sustainability platforms to AI-powered avatar experiences and spatial computing. I own the ambiguity, not just the artifacts.

Staff UX Designer

Magic Leap

2023 - Present

In Jan 2025, transitioned to an assignment role embedded in Google's XR product teams

- Currently leading UX design for Google's Jetpack XR SDK enabling developers to build native apps and experiences for theAndroid XR platform — focusing on Jetpack Compose to support UI development
- Led UX design for Likeness, a 0-to-1 AI-powered avatar generation product (beta, November 2024), partnering with a cross-functional team of UX, visual, and motion designers, product managers and software engineers to ship a cross-device experience spanning mobile and XR — **achieving 10,000+ downloads across both platforms**
- Owned the full mobile UX including an image capture flow designed to optimize input quality for downstream AI and ML model processing, plus onboarding and avatar management experiences
- Served as the first designer on Google's internal 3D engine editor; facilitated a cross-functional prioritization workshop with Design and Engineering that **produced a roadmap driving a team of 6 engineers, a designer, and a PM at full capacity for 10+ months**
- Conducted a comprehensive audit and redesign of The Magic Leap Hub, an **enterprise desktop companion app serving ~1,000 XR developers** across package management, log analysis, device streaming, file system, and OS management — partnering with Developer Relations to ground decisions in real user feedback
- Contributed as an early member of Magic Leap's cross-surface design system, using Figma to build and validate 31 UI components across mobile, web, and XR surfaces with **adoption across 2 product teams and the Magic Leap OS**

Sr. Product Designer

Regrow Ag

2022 - 2023

- Sole designer on Sustainability Insights product — a first-of-its-kind platform enabling companies to accurately quantify soil carbon and GHG emissions specific to their own value chain, ingredients and sourcing regions — **shipped v1 with General Mills as anchor customer**
- Collaborated directly with General Mills' Director of Sustainability through pre-launch feedback sessions to shape the data visualizations and metrics used to communicate their sustainability story internally and externally — **Regrow data was incorporated into General Mills' official 2023 sustainability report**
- Partnered with a cross-functional team of a product manager, 4 engineers, and 8+ scientists and agronomists, developing deep domain expertise in soil science, the carbon cycle, and agricultural practice interventions to effectively translate complex scientific concepts into accessible product experiences
- Contributed to building Regrow's design system from the ground up in collaboration with the frontend engineering and design teams, with a focus on data visualizations, **achieving adoption across both of Regrow's core products** — Sustainability Insights and Measure, Report, Verify (MRV)

Sr. UX Designer

Splunk

2021 - 2022

- Led design for 2 cross-functional teams — Data Visualizations and Unified Dashboard Framework — with **horizontal impact across Splunk's full product suite**, including Enterprise Security, ITSI, Mission Control, and ICx
- Identified configuration complexity as a primary adoption barrier for Dashboard Studio — synthesizing survey data, direct customer feedback, and internal sales engineer input defining a clear opportunity for non-technical enterprise users
- Proposed and aligned with Product leadership to facilitate a 5-day cross-disciplinary design sprint across engineering, product, design, and technical writing to explore and address dashboard adoption barriers — **producing 3 prioritized product initiatives** around contextual editing, full UI coverage, and discoverability
- Conducted card sorting across 80+ configuration options and validated findings through a usability study with 6 external customers — establishing a browse vs. search interaction model and category-based navigation that **meaningfully increased dashboard creator adoption** by reducing reliance on proprietary code
- Mentored design intern who was subsequently hired full-time and has since been promoted twice

Sr. Product Designer Submittable

2019 - 2021

- Led end-to-end research and design to **address critical scale challenges affecting high-value enterprise customers** by conducting stakeholder interviews, a full UX audit, persona development and card sorting activities, informing a flexible framework designed to scale
- **Identified and validated a high-impact pivot** when engineering constraints ruled out the primary solution — leveraging Amplitude usage data to confirm that 90%+ of organizations work with fewer than 10 active projects at a time, informing a redesign of Projects View as the primary landing experience
- Transformed the Projects View from a static list into an actionable dashboard with high-level metrics and card-based layout, **delivering meaningful customer value within a six-week timeframe**
- Mentored a junior designer transitioning from cartography, visual and print design into UX design — introducing research methodologies, synthesis, and how to apply findings to design decisions and defend work in executive critiques; he has since gone on to hold multiple UX design roles

Sr. UX Designer Igneous

2015 - 2019

- Established Igneous' user-centered design practice from the ground up, transitioning ownership from an external consulting firm and **defining research and design processes that scaled with the product**
- Facilitated product strategy workshops with executive leadership, including the CEO, to align customer journey mapping with business goals
- Conducted end-to-end research, including user interviews, card sorting, affinity mapping, and journey mapping activities with enterprise storage administrators to define product vision and strategy
- Iterated rapidly through paper prototypes and interactive usability tests to validate assumptions, simplify complex, data-dense experiences, and shipped Igneous' v1 product offering, resulting in a **10X increase in sales bookings from 2017–2018**

Education

University of Montana

Bachelor of Arts – Media Arts, Animation – 2009
Bachelor of Arts – Fine Arts, Printmaking – 2009

Montana State University

Architectural Studies – 2006

Speaking & Recognition

Regrow Ag — Fast Company #1 Most Innovative Company in Agriculture, 2023

Sustainability Insights product recognized as the first platform to accurately quantify soil carbon and GHG emissions specific to an organization's own value chain, ingredients and sourcing areas

"Dashboard Design and Best Practices" — Splunk .conf 2022

Co-presented with TechVets CEO James Murphy; a practical session on data visualization principles and advanced Dashboard Studio configuration for non-technical users

Craft & Tools

Research: Stakeholder & user interviews, workshop facilitation, design sprints, usability testing, A/B testing, card sorting, journey mapping, affinity mapping, user surveys, quantitative & qualitative data analysis

Design/Ideation/Collaboration: Figma, FigJam, Lucid, Claude Design, Gemini, ChatGPT, Google Flow

Development/Prototyping: Claude Code, Google Antigravity, Android Studio, VS Code, Jira, CI/CD workflows, Terminal, Git