

## Summary

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Product design leader at the intersection of design, product, and business strategy. I've built design functions from scratch, launched category-defining products, and partnered with executives to drive outsized growth — from seed-stage startups to a \$2.3B enterprise.

## Experience

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### **OPTION A**

**2017-2020; 2024-Present**

#### **Founder & Principal**

**Remote**

*Option A is my product, design, and growth consultancy. Selected engagements:*

#### MENTAL HEALTH AI STARTUP (2026)

- Providing IA strategy and UX consulting for a stealth seed stage mental health AI platform; shaping product architecture ahead of a planned seed+ and government grant raise.

#### FIRSTBASE.IO (2020)

- Provided product strategy and design direction for this Y Combinator startup. Experienced ~30% MoM revenue growth during engagement.

#### PLUS RELOCATION & CAPITAL ONE (2018)

- Led product design and design research for *Point C*, a pivotal executive relocation platform powered by Plus Relocation, driving ~85% user adoption - roughly triple the industry benchmark.

#### MDR EDUCATION (2017 - 2020)

- Led the cloud transformation and design overhaul of MDR Education, leading to triple-digit revenue growth with 45% coming from new and winback revenue.

### **DUN & BRADSTREET**

**2020-2024**

#### **Senior Director of UX Design**

**Remote**

- Led product design for a \$1.3B+ portfolio across the Finance & Risk, Public Sector, and Small Business segments, partnering closely with Product, Engineering and Leadership.
- Managed the design and launch of 9+ all-new segment products including for GenAI, KYC, Fraud, Cyber Risk, ESG, and Small Business Credit, creating millions of dollars in new revenue.
- Reimagined the company's central SMB digital platform (MyD&B) and customer acquisition flows, optimizing an experience with 5+ million monthly visits, and increasing conversions by ~70%.
- Directed DesignOps, design system development and governance, and Accessibility governance for the entire \$2.3B+ enterprise.

- Built a centralized UX Research practice, integrating systematic voice-of-customer data into the product roadmap.
- Created management systems for interviewing, onboarding, knowledge retention, career ladders, and resource utilization; directly managed seven reports.

### **Director of UX Design**

- Designed and delivered D&B's first global design system, modernizing and unifying the product image and adhering to WCAG 2.1 AA standards.
- Managed product implementation, oversight, and advocacy of the new design system across products and product teams; directly managed three reports.

### **GUST**

**2014–2017**

#### **Product Owner**

**New York, NY**

- Validated and led the product development of the company's first paid products for founders, including Gust Launch, surpassing MRR targets in its first year.

### **Marketing Director**

- Launched Gust Ecohubs in collaboration with IBM in NYC, London, and Boston, creating and growing the company's highest-grossing product.

## Other Experience

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### **YARD NYC**

**2013–2014**

#### **Digital Strategy Lead**

**New York, NY**

### **HUDSON ROUGE**

**2012–2013**

#### **Director of Digital Strategy**

**New York, NY**

## Education

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### **CARNEGIE MELLON UNIVERSITY**

**Pittsburgh, PA**

#### **BFA Industrial Design**

4.0/4.0 GPA, Minors in Business and English

#### **AGILITYII, Scrum Product Owner Training**

**2019**