

🍏 • **FULL-STACK ENG MGR + PRODUCT** (M2) 2019 - present

- Shipping and scaling an intuitive, data-rich, and secure analytics & reporting platform for managers, execs, and teams across Apple
- Leading a hybrid team of UI engineers, design technologists, designers, Service engineers, and Support across three countries

**Series A startup** • **FULL STACK PRODUCT** (LEAD) 2018 - 2019

- Led design and prototyping of keystone feature to enable 30K online multi-channel sellers to scale their retail businesses
- Designed mocks, coded prototypes, led engineering hand-off

**140 Proof** • **PRODUCT ENG+DESIGN** (FOUNDER) 2010-2017

- Designed audience targeting API & social ads analytics products leading to successful acquisition by public company
- Scaled world-class engineering and product design teams.
- Contributed at all levels of company, named as inventor on patent

**Plus One** • **PRODUCT + UX DESIGN** (TEAM LEAD) 2008-2009

- Led UX, brand design, web analytics, and initial concept
- Launched social app, drove organic growth to 2M+ users, year one
- Built real-time social stream analysis and trigger engine (5 patents)

**Zivity** • **PRODUCT DESIGN ENGINEER** (LEAD) 2007 - 2008

- Owned application view layer from concept to code to launch
- Bootstrapped from zero to 14K users, 100% organic growth
- Grew product and engineering from 4 to 10 contributors

**Organic Inc** • **UI ENGINEERING+DESIGN** (LEAD) 2004 - 2006

- Helped lead \$30M of UI design & devel. for Fortune-100 brands
- Brought lean startup practices to a \$100M public company
- Helped grow front-end team from 8 to 22 FTE across two offices

**University of Michigan** • **DIGITAL MEDIA** (Self-Designed)

- Bachelor's Degree, mix of: Computer Science, Linguistics, Film

✨ **AI + LLM WORKFLOWS**

🍏 Internal Tools, ChatGPT, Cursor, GitHub Copilot, Midjourney, Mixtral, Ollama, Whisper AI, Windsurf

💻 **PLATFORMS + TOOLS**

AWS, Blender, CSS, D3, ElasticSearch, Git, HTML, Javascript, Keynote, Postgres, Redis, REST, Ruby / Rails, Sketch, Snowflake, Storybook, SQL, Tailwind, Vertica, Vim, Vite, Vue, Zsh

📦 **BONUS CONTRIBUTIONS**

**Created the Cognitive Bias Codex**

- Thousands sold in 50+ countries
- Translated into six languages
- Featured on Wikipedia

**Founder: Bay Area Dads**

An active online community for dads.

**Mentor: Dev Bootcamp • Rails**

Helped non-engineers break into application development through mentorship and coaching.

**'Geo Drift' Visualization Study**

Published geospatial analysis of social data from open platforms.

**Presenter, Winner: TechCrunch 50**

Pitched 5,000 investors & reporters; won 2nd place out of 50 startups

CLICK BELOW TO EXPLORE PUBLIC (NON-NDA) WORK SAMPLES



INFOGRAPHICS



TALKS



OPEN SOURCE



UI SKETCHES