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strengths

Roadmap Prioritization & Management | User Research | Usability Evaluation | User-Centric Design
Statistical Analysis | Data Visualization | Rapid Prototyping | Go To Market Strategy
Partner Integrations | Customer Segmentation | Team Building & Leadership

technical skills

design
Sketch, Principle, Invision,
Omnigraffle, Abstract, Lucidchart,
Keynote, Powerpoint, Confluence

engineering
SQL, Javascript(React & Node),
Python, CSS, HTML, Git, AWS,
GCP, Jira

experience

Stem Disintermedia
Co-Founder & Head of Product | jul 2016 – present

• Led volume data integrations with Spotify, Apple, Youtube and Amazon using technologies like REST APIs, XML Feeds, and static file ingestion.

• Led experience design and developed a cutting-edge expense tracking system to facilitate the disbursement of advanced and pro rata payments.

• Led Go-To-Market on supply chain integrations with 15 direct partners through the development of custom XML feed generators.

• Designed and built the 1st service to offer revenue splits & payment insight to all parties in the creative process for digital content creation.

• Managed and maintained the overall product roadmap and worked with Product Managers/Designers to delivered product & design specific OKRS.

• Oversaw the development and deployment of Stem's version 2 ground-up rewrite that led to nearly a 10x in the growth of YoY revenue.

• Led & launched ACH & Swift payments integration with payment provider Qwil and was responsible for the launch of auto cash-out, which allowed users to take funds up to a week before they were through the banking process.

• Developed Stem's internal product manager & product designer frameworks which included first principles, clear product philosophy, processes for prioritization and user research.

• Led pricing research initiative with a team of sales reps, analysts, and product managers that ultimately broke our customers into four unique segments and allowed us to move levers to increase gross margin further.

• Partnered with sales and marketing to maximize the revenue of our company by bringing enterprise level product offerings to companies like Viacom, Broadband TV, and Univision.

• Helped grow the team to 47 employees across multiple internal functions including supply chain, product design, and support.

• Managed a team of 20 engineers, content operations, product managers, and designers.

Stem Disintermedia
Co-Founder & Design Director | apr 2015 – jun 2016

• Defined the roadmap for core experiences, set measurable and aggressive goals, and developed the long-term vision by quantifying demand and coordinating qualitative research with future user base.

• Designed, prototyped, and developed version 1 of Mobile, Web and REST API of the Stem financial software.

• Designed the first Stem design system to be used by front end developers, product managers, and user experience designers.

Mediaocean
Digital Experience Lead | may 2014 – apr 2015

• Conducted research, mapped user journeys, and identified pain points and areas for growth for internal teams and applications such as the corporate intranet.

• Principal communication hub & product lead on development for all external marketing web applications including the launch of Mediaocean's partner integration CMS.

• Collaborated and communicated with the development, compliance, and legal teams across 12 time zones.

1800Postcards
Lead Designer & Front End Developer | dec 2013 – may 2014

• Led design and contributed code to the version 3 redesign of the entire e-commerce experience including a brand new iOS and web application.

Associated Brokerage Group
Digital Marketing Manager | july 2012 – dec 2013

• Managed marketing for over $1,000,000 of commercial deals while generating an average of 200 organic leads per month through online marketing.

• Conducted market research and identified key elements to capture market share for our Boutique commercial real estate through the use of analytics platforms such as Google Analytics, Quantcast, Alexa, and SEOmoz.

Danger Awesome
Product Designer | may 2011 – july 2012

• Employee number 1 and helped roll out the first brick and mortar pricing model for the business resulting in a cash flow positive business in the first two quarters.

education

Northeastern University
Bachelor of Science, Music Business
w/ Minor in Economics & Business Admin

awards

2018 Billboard Digital Power Player
2017 Forbes 30 under 30
2016 Inc. 30 under 30