

## Staff Product Designer

Staff Product Designer with deep expertise in platform and systems design. Established the design function at CoreWeave and continue to lead foundational platform work across console, API, and infrastructure products.

**Focus:** Platform & systems UX, information architecture, design systems, organizational design, cross-functional leadership

## Experience

### Staff Product Designer (Established Design Function) / CoreWeave

Remote / 2024 - Present

Owned foundational platform design for CoreWeave's cloud console, with mandate to define product structure, models, and cross-team patterns.

- **Design Function & Organizational Foundation:** Established and led the design function at CoreWeave, defining foundational product models and organizational structures that Product, Engineering, and Design scaled around as the platform grew.
- **Platform Architecture & Strategy:** Re-architected the console's information architecture and product model to support multiple personas (infrastructure engineers, enterprise admins, AI practitioners), evolving infrastructure offerings (Kubernetes and bare metal), and a rapidly expanding product roadmap.
- **Design Direction & Pattern Systems:** Set design direction across parallel platform efforts, defining decision frameworks and shared interaction patterns (pages, drawers, modals, permission-aware states) that enabled multiple designers to ship independently while maintaining coherence across product areas.
- **Organizational Influence & Research Leadership:** Partnered with executive, product, and engineering leadership to reframe platform priorities - surfacing hidden scale risks in onboarding and capacity planning, and aligning Security, Platform Engineering, and Product around shared access semantics that became the default for new capabilities.
- **Design Leadership & Team Development:** First product designer on the CoreWeave console; onboarded and guided senior designers, establishing practices, standards, and feedback loops that enabled the team to operate independently without central bottlenecks.

### Staff Product Designer / Weights & Biases

Remote / 2022 - 2024

MLOps/LLMOps platform design: building the systems infrastructure (design system, core abstractions) while shipping the experiences that drove adoption across individual and enterprise users.

- **Platform & System Design:** Led creation of the company's first design system, establishing shared components, patterns, and documentation that improved design-engineering collaboration and reduced friction as the product scaled. The system was adopted across 6 product teams, reducing inconsistencies and enabling parallel development.

- **Growth & Adoption:** Designed and shipped a reverse trial and self-serve onboarding experience, driving a 56% increase in paid plan conversions while maintaining clarity for advanced users.
- **New Product Development:** Led end-to-end product design for a new LLMOps product, defining core workflows and abstractions that enabled product-led growth and adoption by both individual users and enterprise teams.
- **Cross-Functional & Design Leadership:** Mentored junior designers and partnered closely with product and engineering to shape roadmap priorities, clarify tradeoffs, and deliver high-impact initiatives.

### **Senior Product Designer** / KickoffLabs

Remote / 2016 - 2020

Owned end-to-end product design for a B2B growth platform used by thousands of customers.

- **Product Redesign & Ownership:** Led a comprehensive redesign of core product areas, including dashboards and a new landing page builder, significantly streamlining creation, editing, and publishing workflows.
- **Design Systems & Scale:** Architected and implemented the company's first design system, establishing consistency across 50+ components and materially reducing design-to-development time.
- **Growth & Onboarding Impact:** Redesigned the customer onboarding flow through iterative research and testing, increasing activation from 35% to 95% and improving overall product adoption.

### **Founding Product Designer** / Pure Chat

Scottsdale, AZ / 2015 - 2016

- Founding product designer, taking the product from initial concept to thousands of SMB customers.
- Launched the company's first mobile application and established early design systems and research practices.

### **UX and Product Design Consultant** / Creative One LLC

Remote / 2010 - 2015

- Led UX strategy and end-to-end product design for multiple clients across industries, building early expertise in user research, prototyping, and cross-functional delivery.

### **Head of User Research** / University of Idaho

Moscow, ID / 2008 - 2010

- Led the university's UX research initiatives, hiring and managing a large research team and establishing mixed-method research practices used across the organization.

## **Education**

### **Human-Computer Interaction**

Masters of Science / 2007

University of Idaho

### **Psychology**

Bachelor of Science / 2005

Brigham Young University