

I am a product designer and leader with 18 years of experience driving design vision and strategy in B2B, SaaS, B2C, and AI. I have scaled design systems, shaped AI-native product experiences, and turned enterprise-level ambiguity into strategy that teams can build on.

EXPERIENCE

Rally UXR / Senior Product Designer

Nov 2025 – Present

- Own design direction for core lifecycle surfaces, templates and drip campaigns, translating ambiguous product goals into scoped, testable UX bets.
- Use Claude to synthesize research and accelerate prototyping, and Cursor to independently implement component and layout changes in live code, which shortened the path from idea to shipped iteration.
- Ran user research across 3 platform projects, surfacing flow and scope issues early enough to change direction before engineering investment, avoiding costly rework.
- Elevate design quality through critiques, audits, systems thinking and improvements to Rally's design system.

Scribe / Staff Product Designer

Nov 2021 – Nov 2025

- Second design hire on the founding team; owned 0-1 design across navigation, onboarding, dashboard, enterprise admin, and core features like Guide Me; set design vision in direct partnership with product strategy and business goals
- Drove product-led growth experiments that increased usage (+68%), collaboration (+31% invited teammates), and conversions (+14% upgrades).
- Led design for the company's first AI-native product surfaces, defining interaction patterns and design principles for user-facing ML features in partnership with data science.
- Set governance and strategy for the internal design system, Stylus; contributed components and patterns, established standards, and led critique on new and existing patterns.
- Co-led rebranding initiatives, expanding and evolving brand identity across both product and marketing channels to ensure a cohesive visual language.
- Integrated AI tools such as ChatGPT and Loveable into my design process to accelerate research, iteration, and concept exploration.

U.S. Bank / Senior Product Designer

Sep 2020 – Nov 2021

- Led strategic design for 2 enterprise-scale, compliance-driven products; balancing regulatory constraints, user needs, and business outcomes.
- Partnered with cross-functional teams to transform complex domains into approachable, intuitive experiences.
- Ensured inclusive design and accessibility standards were prioritized across platforms.

Quest Diagnostics / Senior Product Designer

Jul 2018 – Sep 2020

- Directed the creation of an enterprise design system to streamline collaboration between design and engineering teams.
- Led user-centered design to improve appointment scheduling, provider-facing, and e-commerce workflows.
- Partnered across product and engineering to evolve design systems and ensure cross-platform consistency.

Jamie Gay Design / Brand and UX Consultant

Jul 2017 – Jul 2018

- Partnered with small businesses and entrepreneurs to design digital products, brand and identity systems, and growth strategies.

iFixit / Creative Director / Senior Designer

May 2013 – Jul 2017

- Co-directed iFixit's rebrand, including e-commerce design, packaging, and product branding, which increased sales and brand recognition globally.
- Mentored and led the design team while collaborating across international markets.

Philadelphia Eagles / Lead Designer

May 2012 – May 2013

- Directed design and branding initiatives across all internal departments, events, and fan experiences.
- Directed photoshoots with players for brand and community initiatives.

The Zimmerman Agency / Graphic Designer

May 2008 – May 2012

- Designed brand campaigns, logos, and advertising materials for global clients.

EDUCATION

The University of Southern Mississippi / Bachelor's Degree of Art

Graduated May 2008

SKILLS

0-1 Product Design, Design Vision and Strategy, AI Design, UI / UX Design, Interaction Design, User Research, Design Systems at Scale, Accessibility, Brand and Identity Design, Wireframing, Prototyping, Design Mentorship

TOOLS

Figma, Claude AI, Cursor AI, Adobe CC, Webflow, HTML/CSS