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14+ years designing the operational platforms a business runs on: retail, logistics, industrial supply chain, and now AI-enabled enterprise systems at Meta. I set design strategy across multiple product areas, build the measurement framework and design language other designers execute against, and turn what a stakeholder needs into a roadmap Product and Data can act on. Six of my twelve 0-to-1 launches were supply chain and logistics products built from scratch, across hardware and software, with two U.S. patents along the way.

Professional Experience

Meta – Atlanta, GA - via Crystal Equations
Lead Product Designer July 2025 - Present

- Lead designer across 5 AI-enabled platform products, owning discovery, interaction design, prototyping, telemetry definition and production front-end delivery.
- Defined the AI interaction language now standard across 5 enterprise portfolio products: contextual AI analysis, read-only context, ask-AI chat agents, an activity log, plus a portfolio-wide AI assistant panel. The governing principle: AI does the analysis, humans make the decisions.
- Rebuilt a software lifecycle management product spanning a 3,500-app portfolio, restructuring the information architecture around how owners actually think about users, contracts, licenses and security. Owners preferred it to the legacy portal in moderated testing.
- Redesigned an AI-enabled credentials flow for helpdesk users, moving it from reactive to anticipatory. Cut escalations from 24% to 8.3%, raised first-contact resolution from 71% to 85%, and cut time to first response 75%, from 69 minutes to 17. I translated the underlying user goals into the telemetry and data requirements for stakeholder visibility.
- Originated the Craft / Behavior / Perception UX measurement framework, HEART adapted for contexts where NPS doesn't apply: a 25+ metric taxonomy and visualization system I scaled across 4 products and 4 designers, with 3 standardized cross-product metrics on a snapshot-to-live data architecture. This is the data-informed design culture piece, built once and taught to a team.
- Delivered front end across 5 products in one half. Built a Claude Code plugin (6 skills, 8 data sources) letting designers query live analytics in plain English, part of the AI-first prototyping this role is looking for.

Axon Enterprise – Atlanta, GA
Sr. User Experience Researcher & Strategist May 2022 - Sep 2024

- Shipped 3 hardware plus software product experiences from inception to delivery, spanning device, mobile and cloud surfaces used by first responders in the field, where failure states and offline behavior carry real consequences.
- Led discovery and end-to-end design for an inventory management platform - contextual inquiry inside agencies, real-world field testing, competitive and task analysis, persona development, journey mapping and stakeholder workshops. Replaced manual paperwork with a centralized digital system, cutting manual workload 20%, securing internal funding and guiding MVP planning.
- Built the design research practice across 3 product lines: a 3-point UX evaluation framework spanning screeners, pre- and post-release moderated and unmoderated testing, field visits and SUS/SEQ benchmarking - driving a 37% increase in user adoption, a 28% reduction in training time and a 21% CSAT gain within one quarter.
- Collaborated with developers to design Splunk-based dashboards applying time-series forecasting and sentiment analysis to support tickets and usage logs , achieving a 25% reduction in user-reported issues. Mentored designers and PMs, contributed to hiring, and fostered a culture of continuous, insight-driven product innovation.

Honeywell – Atlanta, GA
Adv Sr. User Experience Design Strategist Oct 2019 - Apr 2022

Enterprise AI, industrial operations and supply chain. Promoted twice in role.

- Designed 2 products from 0 to 1 across enterprise AI and supply chain, delivering cross-platform interfaces on desktop, tablet and mobile for industrial operations. The work yielded 2 U.S. patents.
- Led end-to-end design of an enterprise AI analytics platform that turned complex operational data into executive decision-support tools, applying behavioral design frameworks (Fitts's Law, choice overload) to streamline workflows and support critical decisions - contributing to $50M in operational efficiency improvements.

- Designed an AI-powered asset management system with anomaly-detection dashboards. Ran diary studies, facilitated cross-functional participatory design workshops and JTBD analysis, developed user archetypes, journey maps and behavior models, and partnered with the design systems team to deliver scalable, consistent patterns.

Manhattan Associates – Atlanta, GA
Principal Product Designer Aug 2011 - Sep 2019

- Promoted 4 times in 8 years on expanding scope and impact.
- Designed 4 enterprise products from scratch across retail, e-commerce, logistics and supply chain, delivering consistent, accessible experiences on desktop, mobile, RF handheld devices, and VR warehouse environments, the direct precedent for a Supply-side design practice.
- Partnered with the design systems team to deliver scalable, consistent patterns across an AI-powered asset management system with anomaly-detection dashboards, plus diary studies, cross-functional participatory design workshops, and JTBD analysis.
- Created and shipped a gamified workforce productivity app out of a 5-day design sprint, embedding challenges, badges and rewards grounded in Self-Determination Theory into daily operational workflows.

Skills and Knowledge

- **AI and agentic systems:** AI interaction patterns for explanation, confidence, control, review, correction and feedback; conversational and multi-turn interfaces; agentic and multi-agent workflows; human-in-the-loop and risk-tiered approval; proactive and anticipatory patterns; responsible failure and empty states; model and data requirement definition.
- **Design:** interaction design, information architecture, hybrid search and discovery, data visualization, decision-support and dashboard design, design systems and component APIs, accessibility and WCAG, content and terminology design, prototyping from lo-fi through production code.
- **Data and measurement:** telemetry and instrumentation design, metric taxonomy and UX scorecards, A/B testing, Scuba, Presto, Unidash, Amplitude, FullStory, Google Analytics, Looker.
- **Research methods:** mixed-methods and generative research, contextual inquiry, diary studies, field testing, moderated and unmoderated usability testing, concept testing, service blueprinting, jobs-to-be-done, co-creation workshops, design sprints, survey design, thematic analysis, competitive teardowns.
- **Tools:** Claude Code, Cursor, Manus AI, Figma, FigJam, Figma Make, Framer, Miro, Qualtrics, Dovetail, UserTesting, Optimal Workshop, Maze, Next.js, TypeScript, React, Jira, Confluence, Notion.

Patents

- US 20220198565 A1, portfolio asset management via user-centered design
- US 20220358446 A1, productivity through personalized notifications.

Leadership

- **VP Marketing,** GT Entrepreneurship Club & Venture Network. Partner with early-stage startups to rapidly prototype, test and scale product concepts.
- **VP Engagement&Professional development -** Built the club's professional-development program - 2 employer sessions, alumni panels and recruiting workshops across the year, growing attendance by 30%.

Education

- **Georgia Institute Of Technology, Scheller College of Business, Atlanta, GA:**
  Master of Business Administration (MBA) Expected Fall 2027
- **Rochester Institute Of Technology, Rochester, NY**: MFA Motion Graphics & Interaction Design
- **Sophia Polytechnic, Mumbai, India:** BFA Visual Communication & Graphic Design