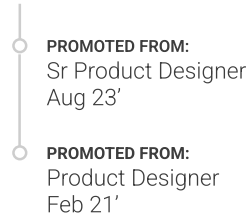


Experience

GoPro

San Diego, CA
Apr 19' - Present



Principal Product Designer

Strategic vision, UX/UI, product direction, and engineering coordination.

- 2025-current: Leading our new telemetry based, modular software platform for 2 new KMP apps and endless B2B opportunities.
- 2021-2025: Lead our brand new Quik Desktop app.
- 2019-2025: Lead the editing feature team.
- Conducted regular presentations to Senior Leadership Team and ran bi-monthly working sessions with CEO, Nick Woodman.
- Awarded 12 active design patents for innovative features revolving around editing media and spherical (360) content.
- Significant direction in GoPro's first software subscription structure, features, and flows - Achieving over 2.8M subscribers.

Journey Driven

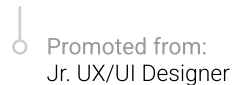
Remote
Feb 17' - Present

Founder & Product Designer

A bootstrap startup. Native iOS & Android product design starting with initial market research, to developer handoff and beta testing rounds, leading to app store releases. Handling all legal, team building, project management, marketing, PR, and fundraising efforts - achieving over 120,000 MAU's.

Ripen eCommerce

Princeton, NJ
Aug 17' - Nov 18'



UX/UI Designer

UX design lead from project kickoff to project handoff and QA.

- Stakeholder interviews and competitive research
- Site mapping and information architecture
- Hueristic/analytic evaluations and usability audits
- Personas, user flow diagrams, and task scenarios
- Wireframes, mockups, and animated prototypes
- Usability testing: videos, in-person, heatmaps
- Analytic review and key performance reporting

Agrarian Labs

Phoenix, AZ
Feb 17' - Aug 17'

Jr. UX/UI Designer

Coordinating native iOS MVP design leading to first-round beta for cutting-edge agricultural management software. Installing devices within tractors and training machine operators to use the software. Usability testing to iterate features and user flows.

World Travel

21 Countries
May 16' - Nov 16'

Volunteer - Traveler

Backpacking around the world, volunteering in the Philippines, Indonesia, Cambodia, and Nepal.

Anderson Hallas Architects

Golden, CO
May 13' - May 16'

Architectural Designer

Responsible for project design roles focused on pre-design phase: Contextual inquiries, user interviews, etc.

Education

University of Colorado

M. Architecture
2012 - 2014 | Graduate

University of Colorado

B. Environmental Design
2008 - 2012 | Undergrad

General Assembly

User Experience Design
Nov 16' - Jan 17'