

PRODUCT DESIGN LEADER

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PROFILE

Strategic design executive with 20+ years of experience leading UX for **complex, multi-product platforms at scale**. Currently Director of Core Buyer Experience Design at eBay, where I lead a large, multi-layered design organization responsible for **end-to-end discovery, personalization, and AI-mediated experiences** supporting multi-billion-dollar commerce. Known for **design-led platform strategy, cross-functional leadership, and unlocking delivery in high-risk, highly interdependent product environments**.

EXPERIENCE

DIRECTOR, CORE BUYER EXPERIENCE DESIGN, EBAY, REMOTE – 2020 TO PRESENT

- Leads a **44-person** design organization (design managers, senior ICs, researchers) across Homepage, Search, View Item, Browse, Personalization, and AI-driven discovery.
- Sets and owns UX strategy for core buyer journeys and shared platforms, influencing **~\$2B+ in annual GMV**.
- Establishes and leads **design-driven platform initiatives** (including Discovery Platform and Evo design system rollout) that **unify fragmented systems, accelerate delivery, and raise experience quality** across dozens of product teams.
- Serves as a **core partner** to Product, Engineering, Data Science, and Marketing leadership to define long-term vision, prioritize investment, and bring clarity to highly complex, revenue-sensitive surfaces.
- **Builds and develops** design leadership through coaching, critique, and clear quality standards.
- Recognized as **Top Performer (top 10%)** and **Critical Talent (top 5%)**.

EARLIER PLATFORM & SAAS DESIGN LEADERSHIP

Prior to eBay, led and delivered 0→1 and modernization efforts across enterprise SaaS and platform products, establishing deep experience in admin UX and system unification:

- **People Pattern** — Led design for a **0→1 social marketing analytics SaaS platform**, shaping dashboards and administrative workflows.
- **UltiPro (HR SaaS)** — Mobile-first redesign of legacy HR platform set direction for platform modernization.

- **Varian Medical Systems** — Led a multi-year initiative to establish shared design patterns across a fragmented suite of medical imaging applications, improving consistency, efficiency, and cross-product coherence in a regulated environment.

ADDITIONAL EXPERIENCE

- **Principal Product Manager**, Vox Media — Led cross-functional team to launch **Chorus CMS as a SaaS business**
- **Head of UX Architecture & Design Research**, Nokia — Led global design and research teams; created the **Nokia 900 app design system**
- **Founder / Principal**, Tahiti Blue Interactive — Led consulting teams for enterprise and startup clients
- **Senior UX & Design Leadership Roles**, frog design, Handwire, and others

SKILLS & LEADERSHIP FOCUS

Platform UX · Design Systems · Enterprise & SaaS UX · Org Design & Scaling · Design–Product–Engineering Partnership · AI-Driven Experiences · Coaching & Talent Development

EDUCATION

Bachelor of Arts (Honors), University of Texas at Austin