

Product Designer and Design Lead with **8+ years of experience** driving end-to-end design across UX/UI, design systems, brand identity, and user research. Experienced in building products across fintech, enterprise SaaS, gaming, and AI.

SKILLS

- DESIGN
- RESEARCH
- TOOLS
- AI & CODE
- Product Design, UX Design, UI Design, Interaction Design, Design Systems, Information Architecture, Wireframing, Prototyping, Visual Design, Brand Identity, Art Direction, Motion Design, Service Design, Responsive & Mobile Design, Accessibility (WCAG)
- Usability Testing, A/B Testing, User Interviews, Personas, Journey Mapping, Affinity Mapping, Research Synthesis, Data-Informed Design
- Figma (components, variables, prototyping), Adobe Creative Suite (Illustrator, Photoshop), Sketch, Maya, Jitter, Unity, Miro, Jira, Notion
- Vibe coding — shipping production UI with Claude Code & Codex; agentic AI workflows, prompt design, generative image/video (Midjourney, Runway); HTML/CSS, front-end collaboration

PROFESSIONAL EXPERIENCE

- Compute Labs / Co-Founder & Design Lead

Los Angeles, CA · Oct 2023 - Present

World's first AI compute tokenization startup — incubated by NVIDIA Inception VC Alliance and Hub71 (1.1% acceptance rate; accelerator by UAE sovereign fund)

– Design and iterate investor pitch decks and high-impact visual assets instrumental in securing **\$3M Pre-Seed and \$6M Seed** funding.

– Established and scaled the brand identity and design system, delivering a consistent, high-quality user experience across all digital channels.

– Lead product design initiatives **from zero to one** — cross-platform readiness, regulatory compliance, and optimized user flows — driving a **15% conversion rate** and **28% user adoption**.

– Built and scaled a global team of **15+ across America, Europe, and Asia**, fostering a high-performance, open-minded culture.
- Toyz Electronics / Product Design Lead

Pittsburgh, PA · Jan 2022 - Oct 2023

CMU-incubated EdTech & AI gaming startup

– Led a five-person design team through the full product lifecycle — concept, wireframes, prototypes, launch — using agile methodology to ship a **5.0-rated App Store product** adopted by **3K+ users**.

– Improved UX flows and UI for a STEAM education game with cross-functional teams, increasing **user retention 50%**.

– Aligned business goals with user needs through research-driven design, earning partnerships with two Pittsburgh middle schools.
- VMware / Product Designer Intern

Palo Alto, CA · May 2022 - Aug 2022

NASDAQ: VMW — cloud & virtualization leader

– Designed end-to-end feature-flag management for SaaS infrastructure in the Network & Security Platform, cutting **rollback incidents 40%**.

– Optimized developer workflows for A/B testing and feature releases, improving **engineering velocity 10%** across the SDLC.

– Led user research and usability testing across **10+ Figma prototype iterations**, raising user satisfaction **25%**.

– Received a **return offer** for performance, ownership, and impact.
- United Nations / UX/UI Designer

Pittsburgh, PA · Jan 2022 - May 2022

Shapetopia — educational game for the UN Sustainable Development Goals

– Designed and delivered an online educational game promoting the UN's **17 Sustainable Development Goals**, leveraging design thinking to make global issues accessible and engaging for young audiences.

– Created the PRD and design documents — wireframes, interactive prototypes, and a **design system** for visual consistency.
- Doremus & Co. / Account Manager & Designer

Shanghai, China · May 2020 - May 2021

NYSE: OMC — B2B creative agency within Omnicom Group

– Managed key client relationships — **Blackstone, LEGO, Covestro, Intel** — at every organizational level, delivering projects **100% on-time and within scope**.

– Crafted content strategy and visual design across marketing campaigns, driving a **20% increase in engagement**.
- Caggemini / Product Strategist Intern

Shanghai, China · May 2019 - Aug 2019

Euronext Paris: CAP — global IT consultancy

– Co-designed an **AI data-governance product** with data scientists, boosting an automotive client's operational efficiency **80%**.

– Authored a white paper powering **10+ marketing campaigns** on emerging industry trends; revamped internal dashboard UI and data visualization, lifting **CTR 30%**.

EDUCATION

- Carnegie Mellon University — Master of Entertainment Technology (Human-Computer Interaction, Design & Technology)

Pittsburgh, PA · Aug 2021 - May 2023
- Pitzer College — B.A. in Media Studies & Studio Art (top-30 liberal arts college; graduated one year early)

Claremont, CA · Aug 2017 - May 2020
- Università degli Studi di Parma — Claremont Exchange Program

Parma, Italy · Sep 2019 - Dec 2019

AWARDS

- International Design Award (IDA) 2024 — Silver Winner

2024
- VMware Borathon 2022 — Winner

2022
- EdgeX Competition 2020 — Winner

2020