

I turn complex problems into simple products people use and trust.

As a founding designer and hands-on product builder, I bring ideas from early customer conversations through user research, interaction design, prototypes and polished interfaces. My recent work spans AI-powered products, complex SaaS with web and mobile workflows. I work closely with PMs and engineers to understand problems, build solutions, measure their impact and refine them through user feedback, and real-world use.

Selected design work

- Designed a patient care product from a blank page at Tendo, the product line was later acquired as part of a strategic divestiture.
- Directed research and design for Tendo's clinician-facing app, balancing real clinical workflow constraints against billing/compliance requirements.
- Sole designer on an AI assistant at a pre-seed startup (Avy AI). Conducted 30+ user interviews and designed a daily-rhythm interface that replaced manual cross-tool searching.
- Led the Canvas redesign effort at Instructure to a 14% increase in SUS usability scores. Directed Canvas Mobile app design to a #1 App Store rating with recognition from the Center for Humane Technology.
- Founding designer for Bridge, a corporate training platform that won early marque customers including Tesla, Slack, and GE.

Professional experience

Founder / Product Designer - Jfish

Salt Lake City, UT Jan 2026 – Present

- Designed & implemented the front end for Jfish, an AI-driven family office finance app, connecting agent-surfaced opportunities, goals, taxes and legal items into one holistic system.
- Built and maintain a shared design system used across mobile and web, keeping a growing product consistent and development efficient as new surfaces get added.
- Deep experience designing for and working with AI agents. Built a custom harness kanban board that makes agent development more efficient and predictable.

Head of Design - Uni Industries

Salt Lake City, UT Jan 2024 – Oct 2025

- Designed product strategy and UX for an AI consumer application, from concept through investor

and customer-facing prototypes.

- Ran market research and customer interviews to validate product concepts before committing design direction.
- Built a design system to support rapid prototyping and development.
- Partnered directly with the CEO and engineering leadership on product vision, technical feasibility, and go-to-market strategy.

VP, UX & Product Design - Tendo

Philadelphia, PA Aug 2020 – Jan 2024

- Founding design hire; designed the initial product experience for three distinct Tendo products from the ground up.
- Established the user-centered, design-thinking approach used across product development.
- Worked closely with product management and engineering to turn abstract clinical and operational concepts into functional, shippable products.
- Created Tendo's initial brand identity and the design language carried across all products.
- Built a comprehensive design system spanning Android, iOS, and Web.

VP, Product Design & UI - Instructure

Salt Lake City, UT Jun 2016 – Jun 2020

- Defined design vision and usability standards for Canvas and Instructure's Education and Corporate products.
- Directed the Canvas Mobile redesign to a #1 rating in the Apple App Store and recognition from the Center for Humane Technology.
- Directed the core Canvas redesign, increasing SUS usability scores by 14%.
- Drove adoption of InstUI, a design system and React component library used company-wide.
- Partnered with newly acquired companies (Practice, Portfolium, Mastery Connect) to standardize design language and product consistency.

Director, UI & UX - Instructure

Salt Lake City, UT Nov 2010 – Jun 2016

- Founding design hire for Canvas the #1 Learning Management Platform in North America, with ease of use cited as the primary reason for customer choice.
- Designed and directed Bridge, a corporate training platform that won high-profile customers including Tesla, Slack, and GE.
- Established human-centered design as a core part of Instructure's product culture.
- Designed and directed the launch of seven new products for the Education market across
- Introduced and championed user research and usability testing practices across product teams.

Creative Director - Mozy

Pleasant Grove, UT Jan 2007 – Oct 2010

- Designed the brand identity for Berkeley Data Systems and Mozy.
- Designed interfaces for award-winning consumer, B2B, and enterprise backup products, including Mozy Life, an early cloud storage product.

Education

Utah Valley University - BA, Visual Communication

Skills

AI Assisted Design & Dev | Product Design | User Research | Interaction | Visual Design | Prototyping | Usability Testing | Design Systems | Product Strategy | Brand Identity | Accessibility | HCI