

Experience

Amazon	<i>Lead UX Designer and Design Manager</i>	New York, NY Nov 2020 - Present
- Lead a team of 4 designers, shaping UX vision, strategy, and design direction across the Supply Chain Portal. - Lead end-to-end UX strategy for a unified enterprise platform spanning inventory, orders, shipments, returns, and planning, supporting a \$12B market opportunity. - Shape AI-powered merchant experiences, integrating intelligent assistance, contextual recommendations, and automated workflows to simplify complex supply chain operations. - Drive AI-first design innovation, building custom AI agents and accelerating prototyping, experimentation, and delivery using Claude Code and emerging AI tools. - Led UX strategy for 6 major partners, including PayPal and Adidas, driving 40M+ units and aligning with Director, VP, and SVP leadership. - Defined UX vision for Buy with Prime, launching 30+ features and driving 1M+ units in sales. Led 0→1 design of AWS FinTech's PLATO enterprise platform.		
New York University	<i>Adjunct Professor</i>	New York, NY Sept 2024 - Present
- Teach graduate UX Design and Research, mentoring designers across strategy, research, and craft. - Design industry-driven curriculum connecting UX practice, emerging technology, and real-world challenges.		
Brain Station	<i>Lead Instructor</i>	New York, NY Sept 2024 - Oct 2024
First Republic Bank	<i>UX/UI Designer II</i>	San Francisco, CA May 2020 - Nov 2020
- Led UX strategy for mobile banking application, launching 12+ features that increased adoption by 75%. - Helped evolve the design system, creating scalable patterns across digital banking experiences.		
SOOD	<i>Founder and Creative Director</i>	New York, NY Jan 2018 - Jan 2025
Founded and led a multidisciplinary team of 10, with work featured in Vogue, Glamour, Vanity Fair, and Elle.		
Afterpay	<i>Product Design Lead</i>	San Francisco, CA Jun 2019 - May 2020
- Sole U.S. design lead, partnering with the CTO to shape product and merchant experience strategy. - Led design and launch of Afterpay's global in-store digital wallet, integrated with Apple Wallet. - Keynote speaker at Afterpay's annual conference around the new design strategy.		
Thomson Reuters	<i>UX Designer and Account Manager</i>	San Francisco, CA Dec 2017 - June 2019
Led UX vision for enterprise Eikon apps for multiple languages, collaborating with global teams and executives.		
NASDAQ	<i>Account Manager</i>	San Francisco, CA Feb 2016 - Dec 2017
Managed enterprise relationships with Microsoft, Snapchat, and Amazon, achieving 100% of quota.		
PwC	<i>Risk Assurance Associate</i>	Chicago, IL Aug 2015 - Feb 2016

Education

New York University	M.S. in Integrated Design and Media
UC Berkeley	Certificate in UX/UI Design
DePaul University	B.S. in Finance

Speaking & Leadership

Speaker	UXCON, UX Days UofI, UX on the Beach Italy, Friends of Figma, NYU, Afterpay
Mentor	80+ designers through Springboard, ADPList, and the broader design community.
Board Member	Insight Arts — Advise on organizational strategy for an arts nonprofit.

Skills

Leadership	UX & AI Expertise	UX and UI Design	Tools
Product Vision & Strategy	AI Experience Design	User Research	Figma
Design Team Leadership	AI Product Strategy	AR/VR/XR	Sketch
Design Team Leadership	AI Product Strategy	Design systems	HTML & CSS
Stakeholder Management	UX Research & Testing	Human-AI Interaction	Adobe Suite
0→1 Product Innovation			