

Lead Product Designer with 8+ years of experience shaping AI/ML observability, cybersecurity, and enterprise SaaS products. Specialize in translating technically complex systems and data-intensive workflows into intuitive, scalable product experiences while partnering with executive leadership, Product, and Engineering to define product strategy, establish design systems, and drive products from concept to launch. Experienced leading cross-functional initiatives, mentoring designers, and building product experiences that help technical teams understand, monitor, and trust complex systems.

Areas of Expertise

AI Product Design • AI Observability • GenAI Evaluation • Agentic Systems • Platform Strategy • Enterprise SaaS • Complex Technical Workflows • Information Architecture • Developer Experience (DevEx) • Zero-to-One Product Development • Cross-functional Leadership • Design Leadership

Experiences

Fiddler AI | AI Observability • GenAI Evaluation • Agentic Systems | Hybrid

Lead Product Designer | 2025 · Current

- Lead product design strategy for Fiddler's AI observability platform, partnering with executive leadership, Product, Engineering, Customer Success, and Marketing to define roadmap priorities, customer experience, and the long-term evolution of the platform.
- Led the platform-wide redesign spanning navigation architecture, information architecture, visual foundations, and interaction patterns, establishing the design foundation for future platform modernization.
- Owned end-to-end product design across AI/ML observability and GenAI workflows, including Evaluator Management, Evaluation Experiments, Custom Metrics, Trace Explorer, Log Base, Coding Agent, and Mission Control, partnering closely with engineering to bring complex platform capabilities into production.
- Led UX discovery and workflow research with Product, Engineering, Customer Success, field teams, and enterprise customers to identify systemic usability challenges and define the strategic direction for Fiddler's platform redesign.
- Established UX principles, design standards, and reusable interaction patterns that unified legacy and next-generation platform experiences while improving consistency and strengthening collaboration between Design and Engineering.
- Introduced AI-assisted design workflows using Figma Make, Claude Code, and Claude Design to rapidly prototype and validate product concepts, accelerating design iteration and improving collaboration with engineering.
- Championed design quality across the organization by introducing design reviews, cross-functional collaboration practices, and scalable design processes that strengthened the Product Design function and improved design consistency across teams.
- Managed and mentored Product Designers, providing coaching, design critiques, career development, and hands-on design leadership while fostering a collaborative design culture and raising the quality of product experiences.

Career Break

May 2024 · 2025

Took a planned career break following the acquisition of Blameless, deepening expertise in product design, design leadership, and AI-assisted product development before joining Fiddler AI.

Blameless (Acquired by Firehydrant) | Incident Management Automation, Observability

Lead Product Designer | December 2020 · May 2024

- Defined product design strategy for Blameless' incident management and reliability platform, partnering with executive leadership, Product, and Engineering to scale the product from MVP into an enterprise solution.
- Delivered four zero-to-one product initiatives, including SLO Insights, Automated Runbooks, Role-Based Dashboards, and [replace with actual feature], contributing to an 18.6% increase in product adoption.
- Designed AI-assisted incident workflows that reduced incident resolution time by 22%, enabling engineering teams to diagnose and resolve production incidents more efficiently.
- Reimagined enterprise onboarding and platform configuration, reducing time-to-value by 40% and improving enterprise deployment success.
- Built the company's design system and UX principles, increasing design-to-development velocity while creating a more consistent product experience as the platform scaled.

Resilience Cyber Insurance (aka. Arceo) | InsureTech, Cybersecurity

Principal UX Designer | October 2019 · December 2020

- Defined UX strategy for a cyber insurance platform from concept through MVP, partnering with Product and Engineering to shape product vision, core workflows, and go-to-market experiences.
- Conducted research with underwriters and brokers, translating complex insurance and cybersecurity requirements into intuitive enterprise workflows.
- Designed onboarding, underwriting, and policy management experiences that simplified complex decision-making for insurance professionals.
- Partnered cross-functionally to launch the MVP, contributing to early customer validation and product-market fit.

NovoEd | Online Educational Software

Senior User Experience Designer | October 2019 (6 month)

- Led UX design for enterprise learning and course-authoring experiences, simplifying complex content management and analytics workflows.
- Conducted user research and usability testing to validate design decisions and improve instructor and learner experiences.
- Partnered with Product and Engineering to deliver enterprise learning experiences used by large organizations.

Distil Networks (Acquired by Imperva) | Cybersecurity

Principal UX Designer | May 2017 · October 2019

- Led UX for an enterprise bot detection and mitigation platform, transforming high-volume security telemetry into actionable experiences for enterprise security teams.
- Designed dashboards and data visualizations that enabled customers to detect threats, analyze trends, and make informed security decisions.
- Partnered with Product, Engineering, and Data Science to define end-to-end workflows across complex technical domains.
- Simplified critical security workflows, improving task efficiency while reducing complexity for enterprise users.
- Supported product evolution through the Imperva acquisition by aligning UX strategy with enterprise customer needs and business priorities.

Technical Toolkit

AI Design

Figma • FigJam • Figma Make • Claude Code • Claude Design • Cursor • VS Code • Notion • Github

Research

User Interviews • Workflow Discovery • Usability Testing • A/B Testing

Education & Certificates

Academy of Arts | M.F.A | Interaction UI & UX Design

Art Center College of Design | B.A. | Visual Communications

General Assembly | FrontEnd Web Development | User Experience Design

Stanford Online | UI/UX Design for AI Products