

Technical Product Design Lead - Chime

Design Systems, Developer Tooling & Gen AI

February 2026 - Present - New York

Architected ChimeKit 4.0 as an AI-native design system — built a structured spec that captures not just what tokens are, but why they exist and how to use them; acts as the source of truth that syncs to Figma, code, and documentation automatically

Built a bidirectional sync pipeline that generates tokens, variables, and docs from a single spec — what used to be manual updates across three systems now happens in one command; includes quality checks and error handling so it works reliably in production

Designed self-generating documentation — created Figma templates that build themselves from data, covering color, spacing, shadows, motion, and typography; turned weeks of manual doc work into automated, version-controlled pages

Built reusable design systems skills library — created production-ready Claude/Cursor skills for token syncing, doc generation, and system maintenance; packaged complex workflows into documented, testable tools that other designers can run

Mapped the full process for how design systems work with AI — defined the workflow from spec to implementation to maintenance; this is the blueprint other teams will follow

Led org-wide AI education — ran workshops on Claude Code and Figma MCP, set up the infrastructure, and taught designers how to prototype and maintain systems with AI

Product Design Lead - Chime

MyPay DTC, Lending

September 2024 - February 2026 - New York

Owned end-to-end design for MyPay — drove product strategy, aligned engineering and data science, scaled Pay Advance across member segments

Launched the patented MyPay Dial — a new interaction paradigm that lifted NPS +4pts, reduced churn 50%, drove 15K new direct-deposit conversions

Named inventor on the MyPay Dial patent — a two-sided data visualization and pay-cycle model, now central to the product ecosystem

Head of Design - Roon

March 2022 - September 2024 - New York

Owned end-to-end design - set product direction with the founder, managed two design contractors, shipped brand, product, and design system from zero through Series A

Designed and prototyped an AI-powered Q&A assistant and smart vector search - collaborated directly with engineers on LLM behavior tuning and vector schema design

Invented interaction paradigms native to AI-assisted health navigation - condition-journey maps and question-to-video interfaces

Principal Product Designer - Verizon

Design Systems & App Platform

April 2019 - March 2022 - New York

Built Verizon's first design system using Atomic Design methodology - established scalable, accessible UI foundations and codified visual standards across all digital products

Defined the design language for the Verizon Digital Assistant - developed widget systems and conversational UI paradigms

Built a unified data visualization language across analytics and reporting tools

Staff Product Designer - Verizon

Loyalty & Rewards

May 2017 - April 2019 - New York

Owned end-to-end design for Verizon Up - defined the interaction model and experience from 0 to launch; partnered with PM and engineering across web and app

Visual Designer - frog Design

September 2015 - February 2017 - New York

Designed BNY Mellon's wealth management platform and led research synthesis for Samsung - in-person interviews, journey mapping, and ideation facilitation

Built coded interactive visualizations for client work including a music visualizer and a data visualization for Verizon

Developer - Marcelo Coelho Studio

July 2014 - August 2015 - Cambridge, MA

Built firmware and full-stack systems for a Bluetooth-enabled wearable; designed the companion mobile app