

**Summary**

I design products for early-stage startups with strong engineering teams. Over the past 5 years, I've led design at Pluto (acquired by Robinhood), GeoSpy, and Spawn — always joining early, shipping fast, and turning messy problems into clear experiences. Now I'm pushing into design engineering to close the gap between what I design and what I can build myself.

**Experience****Spawn**

Founding Product Designer  
Feb '25 - Nov '25

Spawn is a prompt-to-product platform for games and apps. As the founding designer, I defined the product's visual identity and led 0 → 1 design across creation, publishing, and discovery flows. Partnered closely with engineering to ship a cohesive UI system and fast iteration loop.

- ◆ Grew from private beta to 12K monthly active creators with 34% week-1 retention.

**ARI**

Lead Product Designer  
Jul '24 - Feb '25

ARI is an AI personal stylist that helps users discover outfits through conversational recommendations. I designed the end-to-end experience from onboarding to a shoppable "rack" system for saving and refining looks.

- ◆ Redesigned the core recommendation flow, improving outfit save rate by 28% and reducing onboarding drop-off by 41%.

**GeoSpy**

Lead Product Designer  
Oct '24 - Feb '25

GeoSpy is an AI geolocation product that predicts where a photo was taken. I led a full redesign—transforming a viral weekend hack into a professional investigative tool with clearer UX patterns and an improved evidence workflow.

- ◆ Helped increase user activation by 52% with 3x improvement in 30-day retention.

**Pluto \* Acquired by Robinhood**

Product Designer  
Nov '23 - Jul '24

Pluto was a consumer fintech app making market data more accessible. I designed key surfaces that turned complex financial information into clear, actionable experiences, to support engagement and trust.

- ◆ Increased insight-to-trade conversion by 38%, contributing to product traction that led to acquisition by Robinhood.

**EpochML**

Product Designer  
Apr '22 - Mar '23

EpochML is an applied AI product helping teams evaluate and improve ML workflows. I designed core surfaces that translated complex model performance data into clear interfaces for technical users.

- ◆ Shipped a dashboard redesign that reduced average analysis time by 35% and increased weekly active usage by 22%.

**Skills**

User Research  
Visual Design  
Interaction Design

0 → 1  
Design Systems  
Prototyping

Figma  
Webflow  
Claude Code