

Complex systems, made simple. Product designer with 8+ years owning and leading design for B2B SaaS platforms. I design mission critical tools for expert users who make high stakes decisions in real time.

EXPERIENCE

Senior Product Designer • Videri (digital signage, IoT) Sep 2023 – Present

Lead design for an enterprise platform managing screen fleets around the world.

- Led design through the platform's shift from a midsize B2B tool to SOC 2 compliant enterprise SaaS, supporting MSP partnerships.
- Owned the CMS (scheduling, playlists, assets, media), built on reusable patterns used across the portal.
- Lead design of three AI products (conversational, generative, predictive), two in pilot. Tasks that once needed a support ticket now take about 90 seconds.
- Mentored 3 designers, with one promoted to senior, and defined the company's design career track.

Product Designer • Netcoins (fintech) Jan 2022 – Jul 2023

- Led the mobile trade redesign from discovery to delivery, raising **trade completion 13%**.
- Designed modular, state driven funding and withdrawal flows with feature flags for US expansion.

Product Designer • The PEER Group (factory automation) Jan 2021 – Jan 2022

- Principal designer on chip testing software for the world's largest chip manufacturer during the chip shortage. First phase shipped in **3 months**, in factories worldwide **within a year, doubling output**.

Product Designer • Brock Solutions (airport logistics) Jan 2020 – Jan 2021

- Redesigned real time operations dashboards for airports and airlines, contributing to **9% fewer lost bags**.

Early Career • CTRL V, Golf Town, Asigra (product, UX, growth) May 2016 – Feb 2020

- Led growth for CTRL V's 17 VR arcade franchises, cutting cost per purchase from **\$115.34 to \$2.50** with segmented, targeted campaigns.
- Automated my own job at Golf Town with Python, then joined the team replatforming its ecommerce site.

EDUCATION & RECOGNITION

University of Waterloo • Bachelor of Global Business and Digital Arts, Interaction Design

Christie Digital Design Award (2018, 2019), Dean's Honours List, Global Experience Certificate

SKILLS

DESIGN	AI products, complex workflows, enterprise SaaS, design systems, data visualization
TOOLS	Figma, Claude Code, Cursor, Hotjar, Google Analytics, Pendo, HTML, CSS, JS, Python
LANGUAGES	Native Spanish, conversational French