

Sublime Security, 09/2025 — Present

Senior Product Designer

Series C email security & AI startup backed by Index Ventures & Citi Ventures

- Led end-to-end design for core AI-driven product launches including Quarantine Digests and Dynamic Phishing Simulations, directly driving enterprise ARR growth and boosting customer net retention.
- Scaled and maintained a multi-tenant design system across core applications and admin portals, establishing visual consistency enterprise-wide and accelerating front-end engineering delivery.
- Optimized enterprise security tooling and advanced analytics dashboards, simplifying complex security professional workflows into intuitive user experiences.
- Partnered with product, ML research, and engineering to shape feature briefs, translating complex security workflows into high-impact product experiences.

Nessa Labs, 03/2021 — 08/2025

Design Director & Founder

- Founded a premier digital product design studio for venture-backed seed-stage SaaS startups and DTC eCommerce brands.
- Directed UX strategy and UI execution for cross-functional product teams, translating complex user needs into intuitive SaaS products and high-converting digital experiences.
- Co-designed the zero-to-one product roadmap and interface for SaaS platform Inveterate, driving UX architecture that directly contributed to \$10M+ in venture funding and scaling ARR to \$2M+ post-launch.
- Pitched sales proposals and secured high-value contracts averaging \$100,000+ in deal size with notable clients like Inveterate, Pack Digital, Shopping Gives, Mockingbird, and Parri Passu Venture Partners.
- Managed critical accounts for the Nessa team, overseeing end-to-end engagements and smooth handoff from pitch to delivery of client projects.

Shopping Gives, 08/2020 — 10/2021

Senior Product Design Consultant

- Partnered with donation enablement fintech startup, acting as technical eCommerce consultant and product designer, helping augment the design team practice.
- Developed and launched multiple product roadmaps, including the first Shopify POS donation integration for retail partners.
- Collaborated with CTO on a design partnership with enterprise customer Coach, leading a team of designers and product managers.
- Provided strategic consulting for future product roadmap initiatives and partnerships with Fortune 100 clients.

DBNY, 09/2013 — 12/2019

Principal & Co-Founder

- Co-founded and led creative production for digital agency DBNY, specializing in branding and UX design for direct to consumer brands.
- Established key partnerships with technology platform Shopify Plus, driving 200% in new business growth in 18 months.
- Developed a comprehensive hiring and training program, building a network of 50+ freelance designers in 24 months.
- Led a successful site migration for client ALOHA, resulting in a 30% revenue increase and an Award nomination for best eCommerce UX Design.
- Redesigned the site for client LilGadgets, leading to a 20% sales increase and a Shopify Award for best eCommerce UX.
- Scaled the team from 4 to 12 members, leading to a profitable exit in 2019.

Education

CUNY Baruch College, New York, NY, 09/2009 — 05/2013

Bachelor of Business Administration in Economics & Graphic Design, Zicklin School of Business

Skills & Capabilities

- Product & Security Strategy: Cybersecurity UX, Enterprise SaaS, Zero-to-One Architecture, Human-in-the-Loop AI Workflows, Design Systems
- Research & Analytics: Security Workflow Analysis, User Testing, Data-Driven Iteration, A/B Testing, Competitive Intelligence
- Tools: Figma, Claude Code, Cursor, Framer, Linear, Asana, Google Work, Slack

Awards

- Awwwards Nominations for ALOHA: Best eCommerce UX Design 2020
- Shopify Design Award for LilGadgets: Best eCommerce UX