

PRODUCT DESIGN LEAD | ENTERPRISE & B2B PLATFORMS

Summary

Senior Product Designer with 15+ years of experience creating enterprise platforms and ecommerce experiences that improve usability, engagement, and conversion. Leads end-to-end product design from discovery through delivery, combining user research, product strategy, interaction design, and data-informed decision making. Experienced partnering with executive leadership, product, engineering, and marketing to deliver scalable design systems and large-scale digital redesigns on time and within budget.

Professional Experience

Naturepedic, Chagrin Falls

Jun 2026

Senior Product Designer / UX Consultant

Lead product design and ecommerce experience strategy for **Naturepedic.com**, **Happsy.com**, and **LullabyEarth.com**, helping shape the digital experience for three leading direct-to-consumer organic mattress brands. Partner with executive leadership, product, marketing, engineering, and ecommerce teams to modernize customer journeys, improve conversion, and build scalable experience frameworks that support long-term business growth.

- Joined the Naturepedic redesign initiative mid-project and quickly assumed ownership of the homepage experience, helping successfully deliver Phase 1 of the enterprise website redesign on schedule and within budget.
- Lead end-to-end product design for enterprise ecommerce initiatives, from discovery and UX strategy through high-fidelity Figma designs and implementation support.
- Direct the redesign of critical shopping experiences, including homepages, product detail pages (PDPs), product listing pages (PLPs), category pages, educational content, customer support, and conversion-focused landing pages.
- Conduct competitive research, heuristic evaluations, CRO audits, and customer journey mapping to identify opportunities that improve usability, engagement, and ecommerce performance.
- Develop scalable Shopify component libraries, reusable page templates, and design patterns that improve consistency, accelerate development, and support long-term platform growth.
- Collaborate closely with executive stakeholders, engineering, marketing, SEO, and ecommerce teams to translate complex business objectives into intuitive, production-ready customer experiences.
- Design storytelling-driven shopping experiences that simplify complex purchase decisions through trust-building content, product education, guided merchandising, and conversion best practices.
- Improve information architecture, navigation, filtering, search, and merchandising strategies to create seamless cross-device shopping experiences.
- Produce user flows, wireframes, interactive prototypes, design specifications, and implementation documentation that streamline cross-functional collaboration and engineering handoff.
- Champion accessibility (WCAG), data-informed design decisions, and modern ecommerce UX patterns to create scalable, customer-centered digital experiences.

SailPoint, Austin, TX

May 2022 to Dec 2025

Web Experience, Director

- Drove UX strategy and execution for the global SailPoint.com enterprise marketing platform, improving engagement, lead generation, and customer experiences.
- Increased platform usability and content discoverability through scalable information architecture, critical navigation updates, and template layout improvements supporting diverse audiences, regions, and product lines.
- Accelerated delivery speed and improved cross-team consistency by establishing and maturing a component-based design system for a CMS-driven enterprise platform.
- Reduced user friction and strengthened roadmap prioritization through research-driven insights that informed experience optimization and validated high-impact design decisions.
- Balanced strategic UX leadership with hands-on execution, directly contributing high-fidelity flows, layouts, and reusable components while guiding experience direction across teams.
- Improved alignment between marketing, product, and engineering through collaborative roadmap planning tied to business goals, operational scalability, and measurable experience outcomes.

MRM//McCann, Princeton, NJ

Mar 2020 to Jun 2022

Director of UX

Led product design for complex digital platforms serving enterprise clients in regulated industries, including pharma and financial services. Balanced user needs, business goals, and technical constraints to deliver clear, accessible, and scalable experiences.

- Owned end-to-end design across discovery, experience architecture, wireframes, interactive prototypes, and final UI.
- Used research, usability testing, and behavioral analysis to refine user journeys and improve engagement across key platforms.
- Designed and implemented component-based systems and CMS-backed templates that improved delivery efficiency by **40%** across 12+ products.
- Worked closely with product and engineering partners to scope work, define requirements, and move efficiently from concept to build.

MRM//McCann, Princeton, NJ

Jan 2017 to Mar 2020

Associate Director / Product Designer

- Improved engagement, usability, and conversion outcomes across complex enterprise and consumer digital platforms by delivering scalable, user-centered experiences in highly regulated industries.
- Drove UX strategy for large-scale web and ecommerce ecosystems, helping organizations streamline customer journeys, reduce friction, and support business growth objectives.
- Led the UX redesign of IHOP's ecommerce and digital ordering experience, improving mobile usability, simplifying purchase flows, and supporting significant online sales growth across web and campaign initiatives.
- Accelerated campaign launch timelines for IHOP through the development of scalable UX frameworks, reusable components, and responsive design standards that improved execution efficiency across marketing and digital teams.
- Informed product and experience direction through research, journey analysis, and usability testing that uncovered behavioral insights and prioritized high-impact improvements.
- Translated complex business and technical requirements into intuitive, scalable digital experiences that improved cross-functional alignment and accelerated delivery.
- Elevated team capability and design quality through mentorship, collaborative leadership, and the establishment of stronger UX standards and workflows.

Education

BS

Jan 1998 to Jan 2000

Seton Hall University, South Orange

- B.S Management Information Systems (MIS), Honors: *cum laude*, *Dean's list*

Certified

Jun 2008

Human Factors International

Certified Usability Specialist

Links

[LinkedIn](#), [Portfolio \(pw: password1!\)](#)

Areas of Expertise

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| • AI-Driven UX Research | • Digital Experience Strategy | • Journey Mapping & Experience Architecture | • Omnichannel Design |
| • Design System Creation & Governance | • Data-Backed Optimization | • MarTech & Automation | • Adobe Creative Suite |
| • Figma | • End-to-End UX/Product Design (Discovery → Delivery) | • Product Thinking & Problem Definition | • Interaction Design & UX Craft |
| • Experience Architecture & Systems Thinking | • Qualitative & Quantitative User Research | • Usability Testing & Behavioral Analysis | • Data-Informed Design & Experimentation |
| • Wireframing & Interactive Prototyping | • High-Fidelity UI Design (Figma) | • Component-Based & Scalable Design Systems | • Accessibility & Inclusive Design (WCAG) |
| • Design-to-Development Handoff | • Journey Mapping & Opportunity Framing | • Analytics-Informed Optimization | • Product & Engineering Partnership |
| • Cross-Functional Stakeholder Alignment | • Roadmap & Priority Influence | • Agile / Iterative Product Development | |