

PROFILE

Software Designer advocating for the human element in product design, creating value with innovative and user-centric solutions. Elevated design thinking and product excellence at Instacart, Disney, and Google.

HIGHLIGHTS

- Spearheaded Disney's Streaming Insights Platform, unifying data from Disney+, ESPN+, Hulu, and Hotstar.
- Led and culturally transformed the design team for ESPN App & Web during a remarkable period of growth.
- Designed the immersive ESPN App experience demonstrated by Apple's SVP, Craig Federighi, during the keynote at Apple's Worldwide Developer Conference.

EXPERIENCE

Moon Maus

Founder

2019 – Current

West Hartford, CT

- Moon Maus serves as a platform for exploring ideas and facilitating consulting engagements with technology clients, such as Instacart, focusing on priority roadmap initiatives aligned with user experience and design
- Incubating the following, as of Spring 2024:
 - **Native system service** for macOS (Swift) and Windows (C++, Qt)
 - **Disk management proxy interface** on macOS, Linux, and Windows (JS x-platform)
 - **Technology service business** profitable in pilot market; launching Summer 2024
 - **Healthcare management platform** in partnership with a diverse team of medical professionals

Instacart

Product Design Consultant, Instacart App

2021 – 2023

San Francisco, CA (remote)

- Embedded in Instacart's Customer Satisfaction SWOT pod, tasked with executing strategic cost optimization initiatives set forth by Instacart's senior leadership. The cross-functional team included leads representing Data Science, Product, User Research, Engineering, Content, and Design, focusing on enhancements across iOS, Android, and web platforms.
 - Collaborated daily with partners to refine critical segments of the platform (e.g., customer transaction lifecycle) through data-driven adjustments and testing, boosting retention and reducing appeasement costs. This strategy unlocked a \$50M opportunity (FY23) as noted in Instacart's IPO S-1 (p. 135), surpassing the team stretch goal.
- Principal designer for Instacart's new venture, Instacart Health, supporting business development engagements with leading healthcare brands. Designed the debut Health product, Fresh Funds, an innovative program giving people funds to buy nutritious food and incentivizing healthy habits to combat nutrition insecurity nationwide.
- Enhanced the Instacart+ Family Account experience by streamlining workflows, enriching content, and seamlessly integrating brand elements, facilitating effortless onboarding for invited family members.

- The Walt Disney Company** **2017 – 2019**
Senior Director of Design, DTC Data Platforms Bristol, CT
- Led the creation of Disney's Direct-to-Consumer Streaming Insights Platform on iOS, Android, and web, transforming near real-time subscriber and content engagement data from Disney's streaming products — Disney+, ESPN+, Hulu, Hotstar — into actionable insight channels for executives and content stakeholders.
 - Steered a six-person contract team of React and API platform developers through an 8-month product build. Wore multiple hats as product designer, acting product manager, and contributing UI developer, to ensure a comprehensive release.
 - Orchestrated the data-sharing collaboration between Disney Streaming Services and ESPN+. This partnership culminated in the creation of Disney Streaming Metrics, the internal standard and benchmark for content and subscriber data specifications, policies, and API endpoints across The Walt Disney Company.

- The Walt Disney Company** **2014 – 2017**
Head of Design, ESPN App & Web Bristol, CT
- Led and mentored a team of 13 designers — including the recruitment of 5 new hires — while overseeing design for ESPN on iOS, Android, and web during a 56% increase in product MAUs.
 - Instituted a human-centered design discipline to prioritize empathy, intent, and mental models to inform design thinking, and modernized design operations and process to help drive a 15% and 12% YoY increase in App Store and Play Store ratings, respectively.
 - Enhanced collaboration across design and project partners (e.g., research, engineering, product, etc.) through proactive communication to review, inform, and iterate, fostering greater autonomy for designers.
 - Paired with the CTO to represent ESPN at Apple for the review of tvOS platform integration. Accepted invitations from Apple Platform Marketing to create concepts for iOS, watchOS, and tvOS on-site in Cupertino.

- Egg Haus** **2008 – 2014**
Founder San Francisco, CA
- Egg Haus was established as a product design firm, partnering with Bay Area and Silicon Valley technology companies to craft branded experiences across mobile and web. A talented team of designers and engineers was often embedded on-site with notable clients such as Google and YouTube.
 - Achieved 7 “App of the Week” and “Editor’s Choice” features of client applications in the App Store.
 - Declined an offer from Google's M&A team to join YouTube in December 2013.

- eBay** **2004 – 2007**
Product Designer, User Experience & Design San Jose, CA
- Created “eBay Desktop,” a marketplace built atop the Adobe AIR runtime for Windows and OS X while entirely comprised of eBay and PayPal Developer Platform APIs — Surpassed 1 million public-beta installs in 2007.
 - Devised and implemented a method to reduce merchandise display advertising payload by 71%.
 - Selected as one of 30 employees for a two-month collaboration to re-envision eBay.

- Fidelity Investments** **2003 – 2004**
Interaction Designer, User Experience & Design Boston, MA
- Designed interactive product walkthroughs for Fidelity NetBenefits customers, enhancing user comprehension.
 - Built a desktop application concept that transformed internal APIs into a real-time interactive stock portfolio.

NOTABLES

Stanford University, Hasso Plattner Institute of Design (aka d.school)

2010, 2011

Guest Mentor, Launchpad Program

Palo Alto, CA

- Mentored graduate students on human-centered design, rapid-prototyping, branding, and product marketing to incubate and launch a new business (e.g., product, service) during a 10-week period.

San Francisco State University, College of Extended Learning

2011-2013

Adjunct Instructor, Mobile Design

San Francisco, CA

- Authored and taught a course on user interface design for mobile devices including iOS and Android.

Patent

Online Garage Sale #US-20100169180, eBay, Inc.

- Co-authored the method of listing a garage sale online, which encapsulates the event time, location, and items presented as event promotion or marketplace accessible to internet-connected devices.

TECHNICAL PROFICIENCY & HOBBIES

Proficiency

- JavaScript (built this site from scratch), Python, Terraform, Shell script (POSIX, PowerShell), Jupyter, Linux server administration, Ansible

Hobbies

- Maintaining a homelab consisting of a 3-node Kubernetes cluster and redundant network hardware serving as support for the following:
 - Local infrastructure for personal projects
 - 10Gb access to 43 TiB ZFS storage pool
 - Custom home automation and security
- Pursuing novel concepts by intersecting data science and compute (e.g., AI, ML, DL)
 - Wrote a Python app that extracted \$100k+ of value from a private dataset