

Profile

Product designer with 14 years of experience across multiple domains. Focused on innovation, strategy, and craft. Interested in challenging problems, new interaction paradigms, and the intersection between the physical and digital world.

Experience

Personio · Principal Product Designer · 2023–Present

Focused on product architecture and strategic, horizontal initiatives across the company

- Defined the direction for multiple products including home, time & absences, and setup
- Designed and built the motion system across all Personio products
- Built the Personio Origami library, including ways to easily prototype with AI

Airbnb · Staff Experience Designer · 2022–2023

Focused on long-term innovation bets across the company

- Launched smart lock integration and new review experiences for both guests & hosts
- Co-founded the prototyping program, an org-wide effort to up-level prototyping craft

Netflix · Product Design Lead · 2021–2022

Led design for promotional video tools for Netflix Studio, empowering creators to tell great stories at scale with ML.

- Created a 2-year vision and roadmap to build a cloud video creation platform
- Designed new ways to leverage machine-learning to search videos visually
- Grew monthly active users by over 20%

Facebook · Product Design Lead · 2018–2021

Led design for monetization products that help creators turn their passion into a living.

- Identified a \$5–7B opportunity, pitched to leadership, and built the alpha
- Grew in-stream ads over 600% to a \$2B run rate and \$1B in partner payouts
- Grew global video watch time 9%
- Created the world's first automatic ad product for live streaming, increasing yield 396%
- Built a motion design system module used by designers across the company

Microsoft · Product Designer II · 2012–2018

Led design for new location-based experiences, new music experiences, the future of video on Xbox and Windows, reimagining a more intelligent phone OS, and more.

- Shipped releases for Microsoft Groove, Xbox OneGuide, Microsoft Movies & TV, Microsoft Store, Microsoft.com, and Windows Phone 8
- Mentored and taught advanced prototyping to a team of five designers

Design Army · Designer · 2011–2012**Paul Howell Design** · Designer · 2010–2011

Education

Arizona State University · B.Design, Visual Communication · Summa cum laude
Schule für Gestaltung Basel · Design & Typography Workshop