



About Me

Strategic leader focused on solving complex, real-world problems by designing & executing elegant, intuitive, data-driven answers. Utilizing 25 years of team leadership experience, I am a mentor, coach & fellow-collaborator who creates world-class design & product teams. I lead by example, able to seamlessly move from 5-year strategic planning to providing production-quality art or front-end code for my teams when needed. Products driven and organization minded, I build honest, accountable teams who collaborate, delegate, and deliver.

Soft Skills

- Cross-functional team leadership, across multiple time-zones, nations and cultures
- Lives & leads with an endless thirst to learn more and make it better
- Not afraid to ask why, to experiment, iterate and pivot
- Build & maintain consistent Design, Component & Documentation Systems used from Strategy to Design to Development
- Swing for the fences, but keep an eye on the ground game
- Build transparent & accountable product - driven by data, not ego
- Design Psychology, Cognitive Bias & Laws of Design advocate
- Adept at communication & selling up or down a hierarchical chain
- Infectiously enthusiastic about product & design

Hard Skills

- Agile product building for mobile, web, B2B, B2C, SaaS, multi-market platforms, Fortune500 digital transformation, and more
- Figma, Sketch, Photoshop, Illustrator, After Effects, Premiere & more with an endless thirst to adapt to new tech or software
- Sales, presentation, speaking, camera & video production
- Plan full product strategies, from concept to production to marketing or quick initiatives with Design Sprint style pilots
- HTML, CSS, jQuery, WordPress, Sass & front-end development
- Branding, identity, copywriting, and marketing execution
- Iterative product development tapping into analytics review, pattern tracking, A/B, qualitative or quantitative testing
- Direct 1:1 management, professional development & support

Work History

Head of Design, SmartAC

Oct 2022 - Present • Houston, Texas

- Lead & direct design department and processes
- Build, then enforce design & component systems
- Direct all product & branding design initiatives
- Mentor & promote professional development of design team
- Define product socialization, testing, feedback & iteration
- Individual contributions via branding, design & product needs
- Define user-goal-driven journeys, stories & product requirements
- Represent the company externally for design related initiatives
- Ensure Whole Product Experience from marketing to sales to product
- Consistent product iteration & improvement from real-world data

Head of Product + Design, Rocksauce

Oct 2010 - July 2022 • Austin, Texas

- Founded, operated, then sold the agency in 2019
- Served as CEO, GM, Principal Designer & Head of Product Design
- Led 400+ products, including branding, concept & development
- Grew to over 45 employees, generating \$5million+ in revenue
- Led Bechtel, Schlumberger, Disney, ConocoPhillips, Clariant, IBM Don't Mess with Texas, Polaris, Kubota, Taylor Morrison, Dosh & more
- Cross-functional experience, including sales, marketing, management, finance, planning, design sprints, UX, UI, development & iteration
- Flexible leadership duties, from direct 1:1 professional development to leading by example as an individual contributor
- Saved Bechtel \$90 million per project with our software
- Dosh went from idea to #1 shopping app to \$265 million acquisition

Head of Design, Appiction

Jan 2010 - Oct 2010 • Austin, Texas

- Hired & managed creative team of 24 cross-functional creatives
- Created mobile product design standards where none existed
- Led 35+ products from concept to development
- Worked with companies such as vAuto, Edgar Online, 9W, and EA
- Mentored creatives who now lead at Disney, Amazon, Atlassian, Fjord, Zynga, Dun & Bradstreet, Argo & others



Work History, continued

Writer & Director, Corruption.gov (Conflict of Interest) Film

Mar 2009 - Jan 2010 • Kyle, Texas

- Feature film starring Michael Madsen, Lee Major, Francisco Quinn, and Joe Estevez
 - Brought in to re-write & re-shoot over 75% of the film, working within original footage, cast, and limited budget constraints
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Head of Design, LINDigital (formerly RMMOnline)

May 2007 - Mar 2009 • Austin, Texas

- Led creative & product teams building online-publishing websites, search engines, rich-media advertisements, brand design, marketing campaigns
 - Principal designer for brand, UX, UI, and copywriter for the corporate brand, Faithvine, Tech-a-ma-jig, My Political pet, and others
 - Managed clients like Garmin, Gatti's Pizza, John McCain 2008, The Scooter Store, Edmunds, ConstantContact, and Time-Warner
 - Led video production across multiple properties, focusing on tech-forward advertising techniques with rich-media, video, and animation
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Senior Designer & Web Developer, Sabre Solutions

Mar 2004 - May 2007 • Savannah, Georgia

- While attending full-time school, worked directly with clients to build product with Photoshop, HTML, CSS, ActionScript, and ASP
 - Lead design discussions with customers like Steinway, Savannah College of Art and Design, Hale Tea, Loco's, and more
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Senior Designer & Flash Developer, HBMG Inc.

Jan 2004 - Mar 2004 • Austin, Texas

- Creative lead on educational products built with Flash technology and larger government products, presentations & corporate initiatives
 - Led & redesigned the HBMG identity by user-testing numerous options, creating a brand still in place today
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Creative Director, WhisperWire

Jan 2000 - Nov 2003 • Austin, Texas

- Directed brand, tone & product design for the company's PowerSeller telecom tool used by SBC, Verizon, AT&T, Qwest, Sprint, and others
 - Created & directed WhisperWire brand, website, and corporate marketing design that helped lead to acquisition for \$68million by the Advisory Board company
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Web Developer & Designer, Aristotle Unified Communications

Jan 1998 - May 2000 • Austin, Texas

- Built websites in HTML, CSS, JavaScript, and ColdFusion with industry tools like Photoshop, Illustrator, Flash, Homesite & Dreamweaver
 - Worked on products for the State of Arkansas, Oak Lawn, Arkansas Magazine, Food & Wine, and others
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Bachelor of Film and Television

Savannah College of Art and Design

May 2004 - May 2007 • 3.84 GPA, Cum Laude

- General Manager of Beecon College TV
- President of Counterform Graphic Design Club
- Outstanding Sophomore of 2005
- Outstanding Film Student 2007
- Purchase Award for Sculpture, "Mouthful of Cavities"
- President's Award

Awards & Accomplishments

- 4x LogoLounge Award recipient
- 3x SXSW speaker, 5x Mentor
- ATXHackForChange2018 "Most Austin" Winner
- Webby Award Honoree
- Over 76 published articles for Entrepreneur, CODE, Forbes, and others
- BIGAustin Mentor of the Year recipient
- 3x 40 under 40 nominee