

I envision and design how a company *should* be experienced

Every interaction a person has—product, brand,
space, and service—is a decision that matters.

Everything crafted, *by design*.

IBM Software · *VP of Product Design* · 2026–Present
Redesigning the enterprise data platform to make the complex feel simple. Building Carbon Next, an AI-native design system for agentic experiences.

IBM Research & Quantum · *VP of Design* · 2019–26
Led the end-to-end experience of the world's most advanced R&D lab, at the moment the future of computing needed to be made tangible, across product incubation, industrial design, architecture, brand, and client experience.

IBM Watson · *VP, Brand Experience & Design* · 2016–19
Gave the brand its voice and presence at the moment enterprise AI first needed to be explained to the world. Created the identity, narrative, and design language, and led how it came to life across every surface: spaces, events, prototypes, campaigns, and product.

Apple · *Creative Director, Retail Experience* · 2015–16
Reimagined the retail experience around what the products make possible in people's lives. Created Today at Apple, the global program that builds community around passions like music, art, photography, and health, across physical and digital.

SYPartners · *Executive Creative Director* · 2003–14
Partnered with C-suite leaders to define company purpose and materialize it in first-of-a-kind brand experiences. Led work for Apple, Nike, IBM, Starbucks, Target, and Under Armour.

Wired · *Design Director* · 1999–2003
Led design during the years the magazine was defining the emerging future. Built the visual identity as it joined Condé Nast, shaping a product that defined the visual language of its era.