PERSONAL STATEMENT

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Product Design Personal Statement

I help teams make complex products easier to understand, use, and evolve.

Start with the work people need to do

My strongest work sits where product structure and interaction design meet. I look beyond individual screens to understand what people are trying to accomplish, where the product gets in their way, and which underlying decisions need to change. Sometimes that means simplifying a single journey. Sometimes it means reorganizing the product around a clearer model of the work.

Connect direction with delivery

I take ownership from problem definition through detailed design and implementation support. I work closely with founders, product leaders, engineers, and customer-facing teams to turn requirements and feedback into a practical direction. My approach is to make trade-offs explicit, test assumptions where possible, and stay involved as designs become working software.

A career spanning design and web development since 2008 has taught me to consider feasibility early. I value the detail of interaction states, recovery paths, and reusable components as much as the larger product architecture. They are all part of making an experience coherent and reliable.

Make progress within real constraints

Across SaaS, healthcare, retail, fintech, and consumer products, I have worked at both the early idea stage and through the continued evolution of established platforms. I am comfortable turning a long requirements document into an initial product, or planning a phased redesign that improves the current experience while creating a foundation for what comes next.

I treat AI as part of the user's workflow: assistance should be discoverable, understandable, and useful in context. I approach design systems in the same practical way, as shared decisions that help teams deliver and maintain consistent experiences.

What I bring to a team

I bring independent design ownership, clear reasoning, and hands-on craft, with a willingness to challenge an approach and revise it when the evidence changes. I value collaboration that connects customer understanding, business priorities, and technical realities. I judge the work by what the team can deliver and learn from, and describe outcomes in the context of the people and changes that contributed to them.

Open to Senior and Lead Product Designer roles, consulting, and part-time contracts.