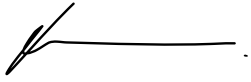


I design products with precision and lead teams with trust. I help brands grow by fostering designers' instincts and building experiences that are thoughtful, functional, and enduring.



Director of Product Design

LiveLike, New York

2022 - Present

Recruited internationally and promoted from Design Lead in 2023.

Built loyalty platforms currently serving over 1 million monthly users. Designed engagement solutions for clients such as Verizon, Yahoo, and ESPN. Directed a globally distributed design team in a lean, high-velocity environment.

Product Designer

Superseed Ventures, Melbourne

2021-2022

Designed and launched four construction-tech startups from zero to MVP as part of an elite internal innovation team. Led end-to-end UX, product strategy, and research, feeding into strategic initiatives for Reece Group on 2-4 month build cycles

Co-founder, Product Designer

Tribe Family Lawyers, Sydney

2019-2024

Bootstrapped Australia's first online platform offering unbundled legal services, translating complex legal processes into a simple e-commerce experience. Launched the product from concept to market, servicing 500+ clients, generating \$1.2m in revenue over 5 years.

Senior Digital Designer

Australian Open, Melbourne

2019-2021

Promoted from Digital Designer in 2020

Led a data-driven overhaul of the Australian Open's email marketing, focused on improving deliverability. The resulting 50% YoY increase in email-marketing revenue (~\$2M) was directly attributed by the CMO to the design team's efforts under my leadership.

Bachelor of Design (Industrial Design)

Monash University, Melbourne

2020