






BRAND

- Trusted Leader**
- Exceptional soft skills: I've run design teams at large & small companies with a track record of effective coaching, and team management that optimizes design alignment to business priorities
- Beloved Partner**
- Beloved by PMs and Engineers: I anticipate issues and opportunities; foster long-term relationships through trust-building; strive to make sound decisions and overachieve. I get things done, and typically done well

CAREER

-  **Google**
2021–Now
- Staff UX Lead | Manager**
- Lead a design team across 3 strategic pillars for Google Ads internal Sales CRM.
 - Co-pilot multiple M/L projects w/ PMs that account for significant revenue growth.
 - Delivered a Figma design system with Eng. that unified design and code for emails.
-  **Pure Storage**
2016–2021
- Head of Product UX**
- Built UX program, hired & grew team, and integrated it into the development process.
 - Owned UX for a portfolio of products (SaaS platform, a mobile app, and two web apps).
 - Initiated and drove "Sketch-to-Figma" migration, achieved wider adoption at a lower TCO.
 - Delivered the 2021 A'Design competition award for the Pure1 SaaS marketplace design.
 - Delivered IC projects that led to Upgrade simplifications, Reporting usage growth, etc.
-  **Amazon**
2012–2015
- Senior Product Designer, AWS**
- Improved marketplace checkout efficiency that drove higher purchase per transaction.
 - Delivered sentiment analysis app. that simplified judgment data collection at scale.
-  **IBM**
2007–2012
- UX Lead, IBM Rational**
- Led a team of cross-geo designers in the Enterprise Tool org.
 - Owned UX of 2 flagship enterprise development and collaboration software platforms.
 - Ran the Client Design Partner Program.
-  **GA**
2016–Now
- UX Instructor | Career Coach, General Assembly + Independent**
- Train & coach UX enthusiasts worldwide to help develop their UX career.

Additional career details, patents, awards, and references on [LinkedIn](#).

EDUCATION

- 2020
- Leading at Pure
- 2008
- Leadership Excellence, Leadership Education for Asian Pacifics
- 1998
- M.A.Sc. Human-computer Interaction, University of Toronto
- 1995
- B.A.Sc. Mechanical & Industrial engineering, University of Toronto