

Product Design Executive: Designing AI + human systems that shape how people understand, decide, and behave at scale

EXECUTIVE THESIS

I lead AI-driven systems, defining workflows that make complexity understandable, trusted, and actionable.

My focus is shifting customer confidence to the start of the journey, improving engagement.

Proven across TurboTax, Mint, and LinkedIn, driving \$300M+ in incremental revenue for Assisted Tax.

DESIGN PRINCIPLES

1

Clarity over cleverness

2

Confidence before action

3

Systems over screens

4

Emotion shapes decisions

Leadership & Influence

Built and led a 24-person design org across 4 products, aligning 6 x-functional directors to define product vision, shaping workflows that operationalize it, driving executive (CEO, SVP, VP) alignment on a multi-year AI roadmap.

KEY IMPACT CASE STUDIES

✓

TurboTax Assisted

Led AI + Human-in-the-Loop transformation of a \$2B services business, cutting time-to-expert and driving conversion.

REDUCED TIME-TO-EXPERT

From:

To:

24 min

2 min



+63%

YoY Growth

+40%

Conversion (new)

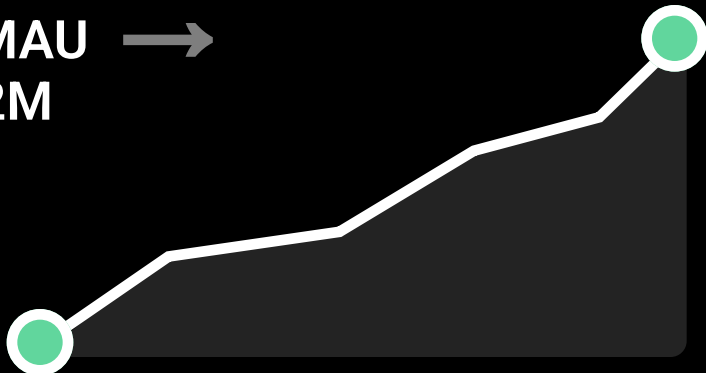


Mint Intuit

Transformed Mint into a behavioral engagement system, increasing MAU from 3.1M to 4.2M and retention +11%.

SCALED MAU →

3.1M - 4.2M



4.5 → 4.8

App store rating

+11%

Month 1 retention



LinkedIn Identity Platform

Rebuilt LinkedIn Profile into a structured identity system, increasing mobile engagement +38%.



+38%

Engagement (mobile)