

Experience



Thrasio | Senior Product Manager | Los Angeles, CA 5.21 - 5.22

E-commerce aggregator with over 200 active brands on Amazon. The nation's fastest company to ever reach \$1B valuation (founded in 2018).

- Launched Thrasio's end to end Product Management roadmap starting with Category Strategy and culminating with Product Briefs and PRDs for 23 newly defined product departments.
- Directly oversaw strategic product decisions based on user personas, customer feedback and market trends for 9 consumer product categories with a combined trailing 12 month sales value of over \$230M.
- Planned and led cross-functional teams with Data Analysts, Brand Managers, Product Category Managers, Sourcing Specialists, and Brand Strategists to produce over 50 products.



FancyNFT.org | Product & Strategy Consultant | San Francisco, CA 9.21 - 1.22

Crypto start-up pairing fashion and Web3 through NFTs.

- Established introductory business strategy and market penetration roadmap ultimately partnering with groups like Bored Ape Yacht Club.
- Productized the integration of NFTs into the fashion industry through blockchain backed merch for the rising \$41B NFT market.



Cubcoats | Product & Strategy Consultant | Los Angeles, CA 6.20 - 1.21

A multiplatform children's apparel and accessories company.

- Led innovative new product launch initiatives to bolster growth and define new business opportunities based on market trends and user research.
- Prototyped and created interactive digital gaming environments with engineers across 2 countries using Unity and Cinema 4D to strengthen and enhance customer experience.



Lilium Aviation GmbH | Product Design Intern | Munich, Germany 9.18 - 11.18

Urban air transportation start-up (backed by Tencent) developing sustainable, high speed air mobility through electric vertical take-off and landing aircrafts, vertiports and digital service.

- Trailblazed the "airport of the future" with concepts for vertiport infrastructure based off design research. Upon public integration, at least 10 vertiports will be built across Florida.



Alibaba Group | Industrial Design Intern | Hangzhou, China 6.18 - 8.18

- Collaborated with multi-cultural teams developing design concepts for IoT products ranging from desktop webcams with Tmall Genie to service robots for the hospitality industry.
- Developed point of sale concepts for "Home AI" smart retail technology storefront.



Uber Elevate | Product Design Masters Student | Pasadena, CA 9.17 - 12.17

- Supported Uber Advanced Technologies Group with design and development for the future of on demand urban air transportation. Work was presented at the Uber Elevate summit among industry professionals.

Education



ArtCenter College of Design 2019
M.S. Industrial Design | Pasadena, CA



Peter F. Drucker School of Management 2018
Master of Business Administration | Claremont, CA



University of Utah 2016
B.S. Multi-Disciplinary Design | Salt Lake City, UT

Capabilities

Figma, Asana, Airtable, Jira, Helium10, Adobe Suite, Rhino, Solidworks, Keyshot, Blender, Unity3D, CIO 3D, Lumion, InVision, Microsoft suite