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Professional Experience

Cavnue

San Francisco, California

Vice President, Product & Design

(September 2021 - January 2023)

- Formally established the product function at Cavnue in partnership with the engineering and technical VPs, growing the product management and design team from one to six and established processes for product requirements definition and implementation
- Set the product strategy, vision, and roadmap for the company, including a pivot from passenger car applications to on-highway trucking and introduction of a software product strategy

Aurora

San Francisco, California

Director, Product & Design

(January 2021 - August 2021)

- Act as one of four leaders in the transition of over 900 employees post-acquisition to Aurora from Uber
- Lead product management, product design, and user experience research teams

Uber, Advanced Technologies Group

San Francisco, California

Director, ATG Head of Product

(July 2018 - January 2021)

- Lead the 50+ person product management, product design, brand design, and user experience research teams across 4 offices.
- Crafted the organization-level product roadmap and launch plans for internally developed and third-party self-driving services and expansion.
- Set the vision and roadmap for internal tooling and processes for the development of self-driving

technology across web and native applications for major verticals such as machine learning, simulation, and high definition mapping platforms.

- Set the vision and roadmap for the self-driving vehicle platform, including fleet management, routing & dispatch, rider experience, and third-party partner experiences.

Rider Experience Lead, Self-Driving Cars

(February 2017 - June 2018)

- Lead the product vision, roadmap and priorities for UX features, experiences, and designs related to self-driving transportation.
- Inspired hardware, software, and vehicle teams to deliver cohesive and seamless self-driving Uber experiences with respect to cost/value, safety, accessibility, strategy, regulatory, and brand.
- Collaborated with vehicle OEM partners to spec vehicle features and co-develop future platforms.

Salesforce

San Francisco, California

Director, Principal Product Designer - IoT Cloud

(August 2016 - January 2017)

- Coach, manage and mentor a team of UX product designers for the IoT Cloud product, as well as engage with leadership from internal partner clouds.
- Contribute as a UX/UI principal designer, defining the future product vision, generating concepts, resolving product strategy, evaluating the competitive landscape, and creating thoughtful customer/user experiences.
- Support research activities including customer site visits, executive customer briefings, ethnographic research and interviews, usability testing and report-outs to product management, engineering and leadership teams.

Caterpillar

Peoria, Illinois (2006 - 2016)

Global Manager, Customer Experience & Design Strategy

(2015 - 2016)

- Lead a global team of CX professionals (6 directly, 100+ indirectly) demonstrating human centered design, customer journey mapping, UX leadership as well as innovation processes.
- Developed and lead multi-million dollar relationship with IDEO to architect the future vision for CX with a focus on digital touch points for the construction business vertical.
- Worked directly with top executive leadership to create long term strategy roadmap for growing internal UI/UX design capability and span of control across web, mobile, in-cab and jobsite solutions.
- Demonstrated the importance of design and customer experience to internal audience including group president and VP level stakeholders, gain funding and approval for major initiatives.

Design Manager, On-Highway Trucks

(2011 - 2015)

- Drove the conception, design and introduction of the \$100M North American Cat® on-highway truck projects with a strong understanding of customer needs and focus on innovation.
- Worked closely with cross functional teams, business partners, external vendors and suppliers to deliver designs with attention to craftsmanship, quality, serviceability and reliability.
- Motivated and conducted a team of over 30 industrial designers, digital modelers, ergonomists, body system engineers and clay sculptors to achieve the design vision.
- Managed downstream activities including marketing communication accuracy, sales and support literature creation, education for field representatives, legal protection for design and public product launch.
- Acted as interim Technical Engineering Manager driving product cost targets, program timing, and capital tooling approval for vehicle chassis, electrical and thermal systems design. Ensured quality delivery at plant build events.

Senior Industrial Designer (2006 - 2011)

- Played the lead role in all aspects of interior and exterior truck design including conducting research, generating and presenting concepts for proportion, form, function, safety, serviceability and human factors.
- Used research insights, cultural context, and design trends in order to embed Cat® DNA into truck designs with the selection of material, color and trim, textures and grains.
- Managed the electronic 2D and 3D surface development for full scale clay bucks, high fidelity show models, production geometry and product graphics.
- Performed final design sign off for production tooling and conducted fit and finish reviews for all appearance parts and all user touch points.

Crown Equipment

New Bremen, Ohio

Senior Industrial Designer

(2002 - 2006)

- Participated in all aspects of product design including conceptualization, planning and development, prototyping and physical model creation, refinement, introduction and performance analysis.
- Designed progressive products that adhered to engineering and manufacturability standards while addressing end user needs including ergonomics, performance and cost.
- Invented a mechanism for seat repositioning and developed a driving course to validate its value with fork lift operators as well as demonstrate its effectiveness to internal stakeholders.
- Implemented a low capital investment approach to storage, display and control panel on the TSP6000 turret truck.
- Supported the production design of the C5 cushion and pneumatic internal combustion forklifts.
- Invented and introduced the Crown FlexSeat™ for all sit-down trucks.
- Devised early stage mechanical cross section concepts for the MonoLift™ mast on the RM6000 Reach truck.

Professional Accomplishments

- 7 Design Awards (GOOD DESIGN, IDEA®)
- Caterpillar Product Development Excellence Award
- Caterpillar Chairman's Award
- Over 40 patents

Education

Purdue University

West Lafayette, Indiana

Bachelor of Arts, Industrial Design • 2002

Valparaiso University

Valparaiso, Indiana

Master of Business Administration • 2013