

EXECUTIVE PROFILE	Design and product strategy executive with more than 15 years of experience shaping digital products, consumer experiences, and enterprise ecosystems for globally recognized cultural and media organizations. Currently Head of Consumer Products at Lincoln Center for the Performing Arts, leading experience strategy across web, mobile, ticketing, commerce, identity, loyalty, content platforms, and emerging AI experiences. Combines executive-level strategy with deep design craft and hands-on product creation. Known for translating ambiguous business challenges into clear customer problems, compelling experience visions, scalable systems, and tangible digital products that align audience needs, organizational priorities, brand, technology, and measurable business outcomes.
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LINKS	LinkedIn , Website , Whisper to God , Photography
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SELECTED BUSINESS IMPACT	• Reimagined and prototyped Lincoln Center’s primary digital ecosystem, including a new institutional homepage and unified global event-discovery experience designed to improve audience engagement and conversion. • Improved digital engagement by 20% through human-centered redesign of complex discovery and transactional experiences informed by research, behavioral data, and experimentation. • Defined and designed a connected Lincoln Center mobile experience spanning event discovery, ticketing, saved performances, personalization, loyalty, rewards, and pre-show engagement. • Established the foundation for a shared design system and component library to improve accessibility, experience consistency, development efficiency, and product quality. • Designed and launched Story Share, a self-service content product that eliminates hundreds of hours of repetitive manual production. • Founded and built Whisper to God, an AI-enabled app and media ecosystem that reached more than 25,000 followers in its first year.
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EMPLOYMENT HISTORY	
Oct 2015 — Present	Head of Consumer Products, Lincoln Center for the Performing Arts New York, NY Head of Consumer Products (2023–Present) Senior Director, Digital Design (2020–2023) Digital Design Director (2018–2020) Associate Creative Director (2015–2018) Lead design and product strategy across Lincoln Center’s consumer experience ecosystem, shaping products and future-state experiences for one of the world’s leading cultural institutions and a campus welcoming approximately 2.8 million visitors annually. • Direct strategy across consumer web, mobile, ticketing, commerce, event discovery, identity, loyalty, content platforms, and on-campus digital experiences. • Transform complex organizational challenges into clear customer problems, strategic hypotheses, experience principles, product opportunities, and prioritized roadmaps. • Lead multidisciplinary discovery and product-definition efforts across design, product, engineering, research, marketing, brand, programming, analytics, and executive leadership. • Reimagined LincolnCenter.org’s homepage and global event calendar, creating a more cohesive institutional presence and clearer paths from audience discovery to attendance. • Defined and prototyped the Lincoln Center App, bringing ticketing, event discovery, saved performances, personalization, loyalty, rewards, and pre-show engagement into one connected experience.

	• Developed the product strategy for phased site search and AI-powered discovery while exploring generative workflows, automation, and new interaction models across customer and employee experiences. • Create high-fidelity prototypes, strategic frameworks, and executive narratives that make complex opportunities tangible, build stakeholder alignment, and inform investment decisions. • Build and mentor multidisciplinary talent while representing design and consumer-product strategy in executive planning and connecting experience investments to audience growth, operational efficiency, brand value, and institutional priorities.	
2025 — Present	Founder and Product & Creative Lead, Whisper to God Founded a consumer prayer and reflection app that has grown into an independent media ecosystem spanning original content, community, newsletters, and music.	New York
	• Conceived, designed, and launched the app, including daily reflections, guided prayer, scripture, personal journaling, shareable prayer cards, and reminders. • Built an audience of more than 25,000 followers across social platforms during the venture's first year. • Developed an AI-enabled model supporting ideation, writing, design, music production, audience strategy, and content development. • Own the venture's product vision, brand identity, experience design, content strategy, marketing, audience growth, and ongoing optimization.	
Sept 2014 — Oct 2015	Digital Art Director, Zindigo • Led design and product collaboration across eCommerce and enterprise platforms supporting complex, data-informed customer and business workflows. • Partnered with management, product, engineering, and marketing teams to define and deliver scalable digital experiences. • Improved usability and visual cohesion across digital shopping experiences while balancing customer, business, brand, and technical requirements.	New York, NY
Dec 2007 — Sept 2014	Founding Product Lead & Art Director, Hearst Digital Led design and digital-product innovation across high-traffic consumer brands including Harper's Bazaar, ELLE, Cosmopolitan, Esquire, and Good Housekeeping. • Shaped consumer experiences across editorial, commerce, advertising, audience development, and emerging digital platforms in collaboration with design, product, engineering, marketing, and revenue teams. • Developed and launched Hearst's first native-advertising product suite, creating scalable opportunities for premium brand storytelling and digital revenue. • Designed reusable product frameworks and scalable experience systems supporting multiple global brands with distinct audiences and identities.	New York, NY

EDUCATION	Massachusetts Institute of Technology (MIT) • AI & Business Strategy • Digital Business Strategy Merchandise Marketing, Fashion Institute of Design & Merchandising Graphic Design, Academy of Art University	Los Angeles San Francisco
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CORE EXPERTISE	Design and Experience Strategy Product Strategy and Vision Product Design Leadership AI-Powered Experiences Consumer Web and Mobile Digital Transformation Human-Centered Design Service Design Systems Thinking Strategic Discovery Future-State Experiences Rapid Prototyping Customer Journeys Information Architecture User Research Design Systems Accessibility Experience Governance Executive Storytelling Cross-Functional Leadership Workshop Facilitation Team Leadership and Development Brand Partnership Audience Growth Figma FigJam Miro Jira Notion	
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