



# Bringing the **entrepreneurial spirit** to product design!

## skills

Empathic design  
Customer-centric design  
Data-driven design  
Result oriented  
Branding & Collateral

## capabilities

Design & Creative Direction  
Product Strategy & Vision  
Product Launch & Marketing  
End-to-End Experience  
Talent Growth  
Team Mentoring and Leadership

## let's chat

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# work experience

MAR 2020 — PRESENT

## Director of Product Design

HackerRank - Developer skills platform.

Product roadmap & design direction. End-to-end user experience. Team mentoring and leadership

JAN 2020 — MAR 2021

## UX / Creative Manager

Sage Intacct - financial management software.

Defined web UX strategy and led team in charge of designing all company public-faced properties. Recruited, managed, and mentoring the UX/UI team.

OCT 2018 — JAN 2020

## Creative Director / Lead Product Designer (Contracts)

Druva Inc - SaaS-based platform to protect and manage enterprise data.

Led website redesign as part of the company's rebranding. Expanded brand launch into web/events (UX research, IA, content strategy, wireframes)

MistNet - security threat detection and prevention technologies.

Worked on interfaces and prototypes for company products — dashboard, reporting, hunting and threat detection.

Turn-Key Operation Inc - video communication services.

Helped in obtaining a \$1.8m government contract by research and creating prototypes of the entire solution for government online meetings.

JUL 2017 — OCT 2018

## Product & UI/UX designer

AKELstudion Inc - #1 online school for product photographers.

Optimized sales funnels by improving overall user experience and visual design (increased sales by 25% in total). Created and launch two new products (mobile and web) +47% of school MRR.

SEP 2010 — APR 2017

## Founder & Product designer

DTV Group

Launched and grown a few technology startups (B2B, SaaS, E-commerce, Mobile) with a thousand customers and raised \$2m + in funding

JAN 2008 — AUG 2010

## UI Developer

Epolis Group

OCT 2004 — DEC 2007

## Web Designer, Web Developer

PixelWeb

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### fast links:

[Schedule a call with me →](#)

[Portfolio →](#)

[Linkedin profile →](#)

[Dribbble profile →](#)