






## BRAND

- Respected Leader** • Exceptional soft skills: I've run design teams at large & small companies with a track record of effective coaching and people management that optimizes design alignment to business priorities.
- Trusted Partner** • Respected by PMs and engineers: I anticipate issues and opportunities; foster long-term relationships through trust-building; strive to make sound decisions and overachieve. I get things done, and typically done well.

## CAREER

-  **Google**  
2021 – Now
- Staff UX Lead | Manager**
- As manager: serve a team of 6 designers across 4 portfolio pillars in Sales Intel.
  - As design lead: partner with Product, Engineering, and others to drive growth + adoption.
  - Shipped AI/ML/LLM projects that accounted for multiple billions \$ in ARR.
  - Mentor & coach multiple Google employees & SJSU students.
-  **Pure Storage**  
2016–2021
- Head of Product UX**
- Built UX program, hired & grew team, and integrated it into the development process.
  - Owned UX for a portfolio of products (SaaS platform, a mobile app, and two web apps).
  - Initiated & drove “Sketch-to-Figma” migration, achieved wider adoption at a lower TCO.
  - Delivered the 2021 A'Design competition award for the Pure1 SaaS marketplace design.
  - Delivered IC projects that led to Upgrade simplifications, Reporting usage growth, etc.
-  **Amazon**  
2012–2015
- Senior Product Designer, AWS**
- Improved marketplace checkout efficiency that drove higher purchase per transaction.
  - Delivered sentiment analysis app. that simplified judgment data collection at scale.
-  **IBM**  
2007–2012
- UX Lead, IBM Rational**
- Led a team of cross-geo designers in the Enterprise Tool org.
  - Owned UX of 2 flagship enterprise development and collaboration software platforms.
  - Ran the Client Design Partner Program that funneled UX feedback into dev. cycles.
-  **GA**  
2016–Now
- UX Instructor | Career Coach, General Assembly + Independent**
- Train & coach UX enthusiasts worldwide to help develop their UX career.

Additional career details, patents, awards, and references on [LinkedIn](#).

## LEARNING

- 2020 • Leading at Pure
- 2008 • Leadership Excellence, Leadership Education for Asian Pacifics
- 1998 • M.A.Sc. Human-computer Interaction, University of Toronto
- 1995 • B.A.Sc. Mechanical & Industrial engineering, University of Toronto