

I design products, and the systems that scale them.

● US-based · open to roles in Spain and the EU

## 01 / SUMMARY

L6 Design Lead with 9+ years scaling tools and systems at Instacart, Lyft, and EA. I close the gap between design and code: design systems, token architecture, and north-star visions, with AI doing the slow parts between Figma and production. I align executives, engineering, and product teams around a shared vision and drive adoption across complex organizations.

## 02 / AI & DESIGN ENGINEERING

- **Token architecture + AI migration** → Designed a cascading primitive → semantic → component token system (1:1 with code) and used AI to generate and migrate the token scheme, making instant theming, dark mode, and the Instacart rebrand real in Figma and in code.
- **Migration QA plugin** → Built a Figma plugin to audit all designed components, catching and correcting token drift in fonts, effects, borders, colors, and radii where hardcoded values had crept in.
- **Code Connect pipeline** → Used Claude Code + the Figma MCP to update 185+ components and wire Code Connect, linking the Figma library directly to our GitHub repo.
- **Designer enablement** → Created prompt-to-prototype and Figma-to-prototype skills, now in controlled beta with 10 designers testing new product features.

## 03 / BEYOND THE DESK

Exploring emerging tools: a 100-day React/JS challenge and AI prototyping experiments. I co-host a podcast on mental health and gay dating, and practice digital illustration, photography, yoga, and dance. I organize monthly board game nights for connection and facilitation.

2021 – 26

## INSTACART

### SR. PRODUCT DESIGNER II · DESIGN SYSTEMS DESIGNER II (L6)

- **Tooling Design System** → Founded and scaled from zero to **185+ components** and 6+ templates across 4 enterprise platforms in <1 year; now **538K+ inserts in the last year (12K a week)** across **27 teams** at **90.9%** designer & eng satisfaction. (Data: Jun '26)
- Migrated 17% of Partner Platform in 3 months with a repeatable retrofit model; drove **+35% adoption** through structured education and governance forums aligning design, product, and engineering leaders.
- **Orders Dashboard** → Redesigned fragmented order support (4 tools into 1 unified view), cutting CX handling time **40%** within 2 months.
- **Shopper App North-Star** → Architected a 5-year vision with executive leadership, unifying 4 product pods and lifting shopper satisfaction **+8%** and batch acceptance **+5%**.
- **Enterprise Fulfillment** → Launched Store Manager and Partner Portal tools improving staffing, scheduling, and operational visibility.

2019 – 21

## LYFT

### SR. PRODUCT DESIGNER

- **Digital Workspace** → Architected unified workspace vision integrating Jira, Confluence, and Google Suite; drove adoption to **6.5M monthly queries, 75% NPS**.
- **Risk & Compliance Systems** → Redesigned reporting and compliance tools, reducing resolution time and false positives, improving regulatory accuracy.
- **Accident Reporting Tool** → Delivered compliance-ready redesign with location/photo upload; processed **250+ accurate reports** in first month.
- **Design system** support & contributions, enabling consistency across enterprise platforms.

2017 – 19

## ELECTRONIC ARTS

### SR. PRODUCT DESIGNER

- **EA World Redesign** → Led research and UX strategy for EA's global intranet, consolidating multiple portals into a unified, company-wide experience; defined navigation, content strategy, and interaction models that improved discoverability and engagement.
- **Design System Integration** → Partnered with EA's Design System team to codify enterprise patterns, aligning new platforms (EA World, Learning Management, Enterprise Search) to brand and accessibility standards.
- **Enterprise Search v3.0** → Directed research and platform analysis, translating insights into technical requirements driving development.
- **Learning Management System** → Delivered UX requirements and mapped flows for a SaaS learning platform within EA's enterprise ecosystem.

2008 – 17

## PRODUCT DESIGNER

CONTRACTOR: **MUTUAL MOBILE · SALESFORCE · JACKRABBIT MOBILE · CREATIVE TONIC · IDEATION LEAGUE**

1997 – 08

## GRAPHIC DESIGNER

**THE BLOOM FILMS · LA WEEKLY · WESTATES AUTOMOTIVE · THE PETERSON GROUP · EXO TRAINING CENTER · IRAOLA ARCHITECTURE**

## CAPABILITIES

**Design Systems:** Governance, Tokens, Documentation, Adoption Strategy

**AI / Design Engineering:** Claude Code, Figma MCP, Code Connect, Figma plugins, prompt-to-prototype

**Product Design:** Research Synthesis, North-Star Vision, UX Strategy

**Technical Fluency:** Figma, Storybook, Accessibility Standards, PR Reviews

**Leadership:** Cross-functional Alignment, Roadmap Strategy, Mentorship

## EDUCATION

### USER EXPERIENCE DESIGN

Austin Community College, Texas

### GRAPHIC DESIGN

Austin Community College, Texas

### INTERACTION DESIGN

UC San Diego, Online

### SOFTWARE ENGINEERING

Tech. #12 Gral. San Martin, Argentina

## ROLES AND AWARDS

### PRIDE ERG LEAD / '18 – '21

EA & Lyft SF Lead, LGBTQAI+

Employee Group

### KEYNOTE SPEAKER / NOV '18

Handsome Agency for ADW Event ·

Austin, TX

### FRESH2DESIGN ORGANIZER / '16 – '19

Branding & Operations Director ·

Austin, TX

### AIGA BOARD MEMBER / '16 – '18

UX for New Tech · Austin, TX

### AUSTIN DESIGN WEEK ORGANIZER / 2017

Program Lead, managed 25 hosts ·

Austin, TX

### DESIGN THINKING FACILITATOR / 2017

Certified IBM Training · Austin, TX

### IDEO HUMAN-CENTERED DESIGN / 2016

Project Lead · Austin, TX

### UX HACKATHON 1ST PLACE / 2015

Team Lead · Austin, TX