

## Summary

UX Lead with 10+ years of experience at **Google**, MIT, and startups at all stages. Among the 3% of Google applicants **invited to Area 120**, the company's internal incubator. **Founding designer** for Expect Labs, a 2012 **TechCrunch Disrupt Finalist** backed by GV & Greylock, then acquired by Cisco for \$125m.

## Experience

### Google: Expeditions (AR / VR)

UX Lead • 2017

Led UX redesign of Expeditions, an app that's transported over 2 million students into immersive VR environments, and will soon launch with AR.

- Took AR app from proof of concept (Google I/O 2016) to pilot launch
- Designed and patented several new (confidential) design patterns within AR

### Google: Area 120

UX and Team Lead • *Six Month Term*

Led product vision, team recruitment, and pitches to Google VPs. Cleared the 3% acceptance rate and set direction as the "CEO" for our 4-person startup.

- Launched MVP pilot app targeting SMBs in 4 months and acquired 40 business customers with 75% retention over a 6-week window
- Powered 2,000+ converting actions, worth \$100k+ in revenue
- Graduated product after 6 months, soon to be a pillar of Google My Business

### Google: G Suite & EngEDU

UX Lead • 2014 - 2016

Launched design, education, and community platforms.

- Co-founded G Suite's active design pattern framework, establishing a process and building a platform to extend Material Design in work contexts
- Led cross-PA partnership with sales to incubate new ideas for our app suite

### Hooklogic (acquired by Criteo)

Senior UX Design & Developer • 2013 - 2014

Redesigned RSX, the company's core self-serve advertising platform in use by Fortune 500 clients, and led front end engineering efforts.

- Led design and UX engineering for eBay's self-serve ads platform
- Re-architected DFP ad-gen framework for Sears, Target and Walmart.com

### Expect Labs (acquired by Cisco as "MindMeld")

Founding Team Designer • 2011 - 2013

Ideated, sketched, and designed our flagship iPad app "MindMeld". Launched to critical acclaim, followed by \$13m in new VC, and a \$125m acquisition.

- Invented a retrospective speech interaction with a rolling window of audio
- Presented at TechCrunch Disrupt to Marissa Mayer and Michael Arrington, winning finalist placement

### Misc: MIT, AOL & Agency

Various Design and UX Eng roles • 2007 - 2011

## Patents

- Gesture-based search interface  
#9529522
- Audio recall during voice conversations  
#9325809
- Collaborative communication system with real-time anticipatory computing  
#9602559
- Collaborative communication system with voice and touch-based interface...  
#9176639
- Asynchronous communication system architecture  
#9548998
- Multidimensional navigation  
#20170060349
- Systems and methods for organizing and displaying electronic media content  
#20110246440
- +6 more patents filed

## Interests

- Euro-style board games
- Electoral reform and public policy
- Video game mechanics and design

## Education

- **Boston University**  
Bachelor's in Advertising, Psych minor  
Magna Cum Laude in 3 years • 2003 - 2006

## References

- **Joshua To**  
Google UX Director of AR/VR
- **Moninder Jheeta**  
Godaddy VP of Engineering
- **Jonn Behrman**  
Criteo VP and Ann Arbor GM