

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, the CIA, and others.

Experience

Google: Area 120

UX and Team Lead • *Six months - Present*

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 XX business customers with 75% retention over a 6-week window
- Powered X,000 converting actions, worth \$X00,000+ in revenue
- Successfully graduated product back into Google after 6 months

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
- Redesigned and grew internal Q&A app from 8.9k monthly sessions to 64.5k

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 (now MindMeld)

Founding Team Designer • *2011 - 2013*

Ideated, sketched, and designed end-to-end UX of our flagship iPad app "MindMeld". Launched to acclaim, followed by \$13m in VC, and a \$125m exit.

- 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

Design, UX Eng, and Hustler • *2007 - 2011*

Grew out my T-shape UX skills wearing a number of hats.

- Designed The US-Iran Relations Project for MIT, an app for collaborative discussion and annotation of declassified documents internationally
- Prototyped a digital "channel surfing" video experience at AOL, for which I was granted a patent on multi-faceted navigation
- Formed an LLC design & dev agency, winning clients and hiring talent

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
- +3 more patents pending

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

- **Lucas Pettinati**
Google UX Director of G Suite
- **Moninder Jheeta**
GoDaddy VP of Engineering
- **Jonn Behrman**
Criteo VP and Ann Arbor GM