

EXPERIENCE

Senior Product Designer | monday.com | Nov 2023 - Present

- **Recovered \$6.8M ARR within 6 months** by designing and testing monday.com's first cancellation growth framework, built on proactive, retention-driven research.
- **Drove a 48% uplift in new product installs** by championing cross-sell growth, **adding 30% net new ARR to secondary products**.
- Rebuilt the in-app Help Center, **deflecting 38% of how-to tickets** and **lifting first-time engagement by 32%**.
- Proactively built an AI-driven onboarding orchestrator concept, and presented it to monday.com's Builders VPs for buy in.
- Led design critiques and reviews for 8 designers across the growth organisation.

Lead Product Designer | Sylo | Mar 2022 - July 2023

- Designed and shipped Sylo's first gamified staking platform from 0 to 1, **achieving 84% staking adoption and 54% node activation** for our NFT holders.
- Hired and scaled the design team from 1 to 4 designers
- Proactively drove the refresh of the Sylo brand, leading design across all mediums and managing internal and external clients.
- Established extensive ways of working, and team progression tracking from the ground up to support our growing design team.

Product Designer | Roam Digital | Jan 2021 - Mar 2022

- Led design for a transformative digital product, which **transitioned 2M+ existing customers** from three legacy tech stacks into one.
- Led design of a daily health companion for Edison Healthcare, **improving plan adherence by 35%**.
- Led discovery workshops, product roadmapping and usability testing for Edison, Vodafone and Mitre 10.

UX Designer | DDB Aotearoa | Sep 2019 - Dec 2020

- Led UX from research to delivery for high profile clients including Jarden, McDonalds, Volkswagen & Vodafone.
- Planned end-to-end digital work, from concept to web experience and marketing campaigns, in a multidisciplinary team.

Digital web designer | TRA | Nov 2017 - Sep 2019

- Led design for the Zavy and Paydar websites, web apps and labs projects, plus all illustrative assets for TRA's new ventures.

PROFESSIONAL SUMMARY

Growth-focused Senior Product Designer with 8+ years across SaaS, fintech, health and telco. Proficient in leading cross-functional teams to design end-to-end experiences across platforms, aligning business goals with user needs to deliver innovative, high-impact solutions. Proven track record of pairing UX insights with rapid prototyping to influence senior leaders and shape product strategy.

SKILLS

Product Strategy
UX Strategy
UI Design
UX Research
Accessibility
Leadership
Product Design
Design Systems
Market Research
Workshops
AI Prototyping
Front-End Development

TOOLS

Figma
Claude code
Cursor
Codex
Adobe
Jira

EDUCATION

Bachelor of Industrial Design
Massey University, Wellington
The School of Design
Graduated in 2017