

Profile

Customer-obsessed Senior Product Designer with expertise in product strategy, mobile and web product design, venture creation, and service design. Former BCG Digital Ventures designer who has led products from discovery through launch across fintech, enterprise software, marketplaces, hospitality, and consumer experiences. Known for transforming complex systems into intuitive products, aligning cross-functional teams, and delivering measurable outcomes for users and businesses alike.

Core Expertise

Product Strategy • Product Discovery • Customer Engagement • Retention & Loyalty • Experience Design • Customer Journey Mapping • Service Design • Roadmapping • Stakeholder Alignment • Cross-Functional Leadership • User Research • Workshop Facilitation • Experimentation • Growth Strategy • Venture Building • Business Strategy

Career Highlights

- Led operations, training, and store-opening initiatives across 26+ restaurant launches for In-N-Out Burger and Mendocino Farms.
- Partnered on 5 venture creation initiatives at BCG Digital Ventures; 2 ventures progressed to production launch.
- Co-founded Confounders.co, helping startups and growth-stage businesses define product direction and customer experiences.
- Helped drive 3x revenue growth for a multi-million-dollar client through customer journey optimization, digital strategy, and brand transformation.
- Led redesign efforts across e-commerce platforms, brand systems, and proprietary digital applications.

Skillsets

Methods

Product DiscoveryRoadmappingWorkshop FacilitationAgile Collaboration

Tools

FigmaCreative Cloud SuiteAiMiroNotionJiraWebflow

Education

CHAPMAN UNIVERSITY

Dodge College of Film & Media Arts
BFMA, Television and Broadcast Journalism

GENERAL ASSEMBLY

User Experience Design
Certificate, UXDI

Product Design Experience

CONFOUNDERS.CO

Santa Monica, CA
2024 - Present

Confounders.co | Co-Founder & Head of Design

- Advise founders and executive stakeholders on product strategy, customer experience, and growth initiatives.
- Helped a multi-million-dollar client achieve 3x revenue growth through customer journey optimization and digital product strategy.
- Led end-to-end product design across mobile and web experiences, e-commerce platforms, brand ecosystems, and proprietary applications.
- Facilitate stakeholder workshops, discovery initiatives, and strategic planning sessions.

BRAD LA POINTE DESIGN

Santa Monica, CA
2020 - Present

Product Strategy & Experience Consultant

- Partner with startups, hospitality brands, and founders to identify customer needs and product opportunities.
- Conduct customer research, stakeholder interviews, and opportunity assessments.
- Facilitate roadmap prioritization and product planning discussions.
- Define MVP scope, user experiences, and product requirements with leadership and technical teams.

BCG DIGITAL VENTURES (BCGX)

Manhattan Beach, CA
2021 - 2022

Senior Experience Designer

- Embedded within multidisciplinary venture teams of product managers, strategists, engineers, and executives.
- Contributed to 5 venture creation initiatives focused on customer validation and product strategy.
- Led customer research, experience strategy, concept validation, and product definition efforts.
- Supported the successful launch of a venture that progressed from concept through production.

IN-N-OUT BURGER & MENDOCINO FARMS

Los Angeles, CA
2005 - 2020

Senior Manager, New Store Opening Training Manager,
General Manager, Manager Trainer

- Supported 26+ restaurant openings across two category-leading hospitality brands.
- Developed manager training programs, onboarding systems, and leadership development initiatives.
- Led high-performing customer-facing teams focused on service excellence and operational execution.
- Built expertise in customer engagement, retention, service delivery, organizational leadership, and scaling operations.