

PRODUCT DESIGN LEADER

I lead product design for complex consumer platforms.

Nearly 20 years across loyalty, travel, financial services, marketplaces, and international products. I build teams, shape product direction, and turn complicated systems into experiences people can understand and use.

EXPERIENCE

Director of Product Design

Cartera, a Rakuten company / 2017-Present / Greater Boston

- Lead product design across a white-label loyalty-commerce platform serving airline, banking, and retail partners.
- Supported expansion from hosted affiliate websites into offer APIs, browser extensions, mobile SDKs, card-linked offers, and local dining.
- Shape experience direction across onboarding, Favorites, alerts, recently viewed merchants, elevated earnings, targeted bonuses, and other tools that help members understand and return to their programs.
- Grew Product Design from a sole-designer function to a three-person team. Led hiring and onboarding and mentored one designer through promotion to Senior Product Designer.
- Led role-definition and team-charter work across Product Design and adjacent functions, and established practices for responsible AI-assisted product design.
- Built a responsive, working white-label loyalty site in three days so product, client, and engineering teams could review real interactions before implementation.
- Helped bring Credit One ShopPerks into the bank's mobile app and website, making rewards from 1,000+ retailers available to 14 million cardmembers.

President, RakAbility Americas

Rakuten / North America and EMEA

- Lead the management team, budget, programming, public speaking, and relationships with senior and global leaders.
- Develop accessibility programming and contribute recommendations intended to improve company practices and policies.

BASED IN
Lexington, Massachusetts

CURRENT ROLE
Director of Product Design

TEAM GROWTH
One designer to three

MARKETS
United States and Europe

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EXPERIENCE CONTINUED

Senior Art Director and earlier design roles

Care.com / 2007-2017 / Greater Boston and Berlin

- Joined shortly after the Series B round and grew from Graphic Designer to Senior Art Director as Care.com developed from a roughly 30-person startup into a public global company.
- Worked directly with the CEO, CMO, CTO, and other senior leaders, learning to connect design decisions to company priorities and communicate across levels.
- Led design across consumer, mobile, brand, B2B, and international initiatives, including the distinct expression for Care at Work.
- Relocated to Berlin following the acquisition of Besser Betreut and led design within the European organization across countries, functions, time zones, and local-market needs.
- Helped the product and brand adapt as mobile became central while maintaining consistency across a growing set of products and international markets.

EARLIER EXPERIENCE

Freelance Graphic Designer / Rubicon Real Estate Holdings / 2007

Brand identity and web design across print and digital media.

Marketing Manager / Advisors Holdings / 2006-2007

Ran marketing operations, managed two junior designers, directed creative work, and managed campaign and production budgets.

Junior Graphic Designer and Intern / CBDESIGN / 2006-2007

Design concepts and production work for Boston-area nonprofit, business, and community clients.

EDUCATION

Bachelor of Science in Graphic Design

The New England Institute of Art / 2006 / Honors, 3.5 GPA

FOCUS

Consumer platforms
Loyalty and commerce
Financial services
Travel and marketplaces

LEADERSHIP

Team building
Coaching and promotion
Operating models
Cross-functional influence

PRACTICE

Responsive prototyping
AI-assisted design
Accessibility
Design systems

LANGUAGES

English - native
German - professional
Dutch - limited

DEVELOPMENT

Atomic Design Certificate
Brad Frost Web, 2025

DESIGN PRINCIPLE

A strong shared foundation matters, but so does leaving room for the differences that customers, brands, and local teams genuinely need.