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Design Leadership · Technical Product Design · AI-Powered Software · Medtech

SUMMARY

Design leader reporting to the CPO at SprintRay, a \$150M+ pre-IPO medtech company. Built and lead the 6-person design team across LA and Slovenia, expanding into Hangzhou. Set design quality standards across a 12+ product portfolio spanning mobile apps, AI-powered CAD, and cloud-connected device interfaces. Unusual depth in technical communication (product marketing, UX writing, and an MFA in literature) translates into a rare ability to make complex products that make clinical sense.

EXPERIENCE

Head of UX, SprintRay

February 2023 – Present

Reports to CPO. Leads design team across LA and Slovenia, expanding to Hangzhou.

- Built and lead SprintRay's design function across a 12+ product portfolio spanning iPad apps, AI-powered workflows, and cloud-connected device interfaces; define and uphold design quality standards across software, hardware, and mobile.
- Restructured the function from a fragmented, contractor-heavy model into a focused hybrid team across LA, Slovenia, and Hangzhou, consolidating design decisions into single-owner verticals (reducing review participants from 8+ to 4) and raising velocity and quality with a leaner team.
- Manage and mentor 5 designers and contractors across LA and Slovenia; own hiring, performance management, and design review across 5+ product launches per year. Won executive budget for the team's first in-house designer by making the ROI case from a major product launch.
- Partner directly with the CPO, Head of Product Management, and engineering leadership on roadmap, resourcing, and design org investment.
- Drove the design function's AI transition, earning executive budget for team-wide Claude Max access. Established a prototyping-first SOP that puts a testable prototype in front of stakeholders before production design begins, and cut the major-project design cycle from five weeks to three.
- **Led design of AI Studio**, SprintRay's AI-powered dental design tool, now used by thousands of clinicians with 97% satisfaction across 5,000+ designs in year one, 15,000+ in year two.
- **Led design of AutoPrint**, the first touchscreen-native nesting software for dental 3D printing, built to expand the addressable market to non-CAD users; 5,000+ jobs per week at 90% satisfaction with fewer than 5 support tickets per week.
- Reoriented major product investment away from an overbuilt lab suite toward a focused solution grounded in site visits, user interviews, and product replay data, recovering significant engineering capacity for higher-impact work.

UX Writer, SprintRay

January 2022 – February 2023

- Authored the founding content style guide, still in active use across every customer-facing department, and now the seed corpus for SprintRay's internal AI writing tools.
- Designed “workflow guides,” a new educational format for clinical procedures. 12+ shipped, 10,000+ downloads, translated into 8+ languages, now a required deliverable for every major product launch.

Product Marketing Manager, SprintRay

April 2019 – January 2022

- Drove go-to-market for 10+ launches across hardware, software, and materials during a period of 200%+ year-over-year growth.

Copywriter, SprintRay

May 2018 – April 2019

- Early hire (#20) who shaped SprintRay's voice during the company's pivot into dentistry.

EDUCATION

Master of Fine Arts, Literature, UC Riverside, Palm Desert**Bachelor of Arts, English, University of Minnesota, Twin Cities****SKILLS**

Tools: Figma · FigJam · Make

Craft: design systems · product discovery · user research · opportunity mapping · problem framing · teardowns

Leadership: hiring · cross-functional partnership · design quality standards · cross-cultural team management

Domains: B2B / enterprise UX · AI/ML product design · touch-first interfaces · medtech · hardware-connected software