

Summary

Product director and founder with 19+ years shipping high-craft, technically informed products across games, behavioral-science tools, reputation systems, and data intelligence. I turn open-ended problems into clear, testable outcomes, mapping complex workflows across user types and translating design, product, and engineering into shipped work. I've led programs from prototype through validation, I am a U.S. Patent author, and I build the companies and teams behind my products. My practice is AI-first: I pair the teams I lead with agent pipelines I design and run myself. I do my best work in ambiguous, high-stakes environments where clarity and precision matter.

Skills

Program & Systems Thinking	UX & Interaction Strategy	AI-First Execution & Tooling
• Program and roadmap development • Cross-functional leadership across product, engineering, design, ops • Workflow mapping across diverse user roles • KPI definition and tracking • Stakeholder alignment and conflict resolution • Delivery in ambiguous, high-stakes environments	• Human-centered design principles • AI-accelerated prototyping to drive alignment and clarity • Usability testing and feedback loops • Visual storytelling for product buy-in • Translating stakeholder needs into requirements • Interaction design for high-stakes systems	• Agentic workflow design (Claude, MCP, n8n) • AI-assisted delivery: agents in the build, test, and research loop • A/B testing and behavioral metrics • Data-intelligence products • SQL, Tableau, Google Sheets • Figma, Miro, Notion, Jira

Experience

Founder & Principal : Craton Meridian (AI Integrity), Remote | 2026-Present

- Founded an AI Integrity firm auditing what AI platforms say about organizations, across public and in-house AI systems.
- Built its intelligence systems end to end, fusing public, proprietary, and observed data into custom analysis.
- Defined the service model across four practice areas: auditing, intelligence, consulting, and an ongoing integrity practice.

Founder & Design Director : Juncture Media, Brooklyn, NY / Remote | 2013-Present

- Created and shipped award-winning software products, combining game design with interactive system design.
- Led product strategy, UX, and technical architecture for a patented multiplayer system commissioned by the NFL and Verizon, deployed at Super Bowl LIV.
- Authored U.S. Patent 11,446,573 for a network-based multiplayer architecture using turn-based and real-time input methods.
- Led product and UX for an AI-powered assessment platform, taking a prototype from zero to validation through a paid, PhD-led study with 500+ teen testers, and designing its decision logic and engagement workflows.
- Designed systems-level logic for gameplay mechanics across user types and contexts.
- Provided strategic consulting across the gaming ecosystem, connecting creators, funders, and platforms.
- Acted as product strategist, creative lead, and deployment manager, balancing technical feasibility and user value.

Clients include the NFL and Verizon. Featured in VentureBeat.

Founder & Head of Product : Panacea3, Minneapolis, MN / Brooklyn, NY | 2008-2023

- Led product design and UX for all customer-facing tools and analytics services, from concept through deployment.
- Mapped complex workflows and designed reputation systems for high-stakes, multi-stakeholder environments.
- Delivered enterprise solutions to clients including UnitedHealth Group, Velcro Companies, and The Pokémon Company.
- Defined product requirements and prototypes to support C-suite adoption and cross-functional delivery.
- Built and managed cross-functional teams across product, engineering, design, and operations.
- Pioneered digital reputation management methodologies adopted across the industry.

The source-tracing, algorithmic-analysis, and compliance methodologies built at Panacea3 became the foundation for Craton Meridian.

CEO & Head of A&R : No Shame Records, Brooklyn, NY | 2010-2015

- Led the pivot to event-based program delivery, driving double-digit profit-margin growth.
- Built and tracked KPIs across operations, finance, and team performance.
- Secured private-equity funding through stakeholder alignment and pitch execution.
- Negotiated publishing deals with Sony and Columbia, managing cross-functional delivery and compliance.
- Managed artist relationships, A&R strategy, and the creative development pipeline.
- Led CEO succession planning, recruiting a board-approved CEO to scale operations.

Volunteer & Internship

Board President : ASAP!, Washington, CT | 2017-Present . Former Secretary and Chair of Marketing Committee. Appointed president in 2024 after seven years of service.

Council Member : Connecticut Arts Council, Hartford, CT | 2023-Present . Plan and execute the CT Governor's Arts Awards; represent the arts sector in advocacy.

Licensing Intern : ASCAP Film & TV, New York, NY | 2004-2005 .

Education

Berklee College of Music , Boston, MA. Bachelor of Arts, Contemporary Writing & Production, 2004-2007.

Certifications : Google AI Professional Certificate; Anthropic AI Academy (6 certifications).