

SUMMARY

Founding-caliber Product Engineer & Leader who thrives in 0-to-1 environments. Shaped the technical and product foundations of a healthcare SaaS from concept through acquisition, scaled payments infrastructure from \$0 to \$1.5M/month and shipped mobile apps past 200K installs. Currently building agentic SaaS product at an AI-first company, and shipped a solo serverless app from concept to production in two weeks, then optimized for scale.

EXPERIENCE

Product & Development Lead (Creative Director)

Omassist | April 2026 – Current

- Serving as primary product engineer for new features and bug fixes across the platform, using Claude Code and Codex to raise output, improve quality and accelerate shipping speed.
- Designed and shipped an async-first AI powered ticket curation > fix > browser simulation > code review automation system for hands-off platform improvements
- Re-architected a multi-payer billing engine to record its execution plan before charging, turning invoices stalled mid-payment into a diagnosable, resumable admin workflow - eliminating a double-charge risk and recovering silently lost revenue.
- Designed, developed and deployed new public-facing marketing website.
- Deep work in skill development, automated testing loops, and computer-use simulation to build reliable, agentic AI features.

Solo Designer / Developer

Trove Film | *Entrepreneurial* | July 2026 – Current

- Designed and built a consumer film-tracking product end to end as sole contributor - concept, information architecture, visual system, front end, data pipeline, and deployment - with a working product in production in two weeks and continued feature development since.
- Defined and shipped the core differentiator: a completion engine over a 46K-film, 540K-credit collection that surfaces how much of any filmmaker's body of work a user has seen, plus a badge progression ladder and tiered stats designed to keep the free tier genuinely useful.
- Re-architected from a single-user static site into a hosted multi-tenant app on serverless infrastructure and Postgres - accounts, session auth, tiered entitlements, and a job queue for third-party API work - then instrumented performance to produce a scaling plan validated to 10K users.

Senior Product Manager

TeamFront | ServiceMonster & Fieldster | August 2024 – October 2025

- Owned multiple B2B SaaS product lines across companies, aligning roadmaps, releases, and stakeholder reviews.
- Led growth engineering for integrated payments, scaling from \$0 to \$1.5M transaction volume per month.
- Ran Scrum rituals and forecasting: backlog -40%, velocity +15%.
- Shipped two-way SMS in ERP and mobile to lift engagement and create a differentiated sales story.
- Led evaluation and prototyping of AI voice and chat agents within ERP workflows, defining use cases, prompt frameworks, and integration paths to support customer acquisition and support automation.
- Sustained NPS between +20 and +60 across both brands by cohorting corporate franchise and direct-customer segments and closing the loop on feedback.

Director, UX & CloudCME Product Owner

HealthStream Inc. & CloudCME | May 2022 – May 2024

- Rewrote critical modules: 10x faster page loads and 50% fewer support tickets.
- Managed an 8-person team: directed Agile process, established design system, raised external API adoption 4x.
- Designed and prototyped AI-assisted data classification and automation concepts to reduce manual reporting administration within a healthcare education platform.
- Contributed to achieving quarterly bookings target in a single quarter.

Creative Director

CloudCME | January 2011 – May 2022

- Built and evolved a healthcare SaaS from early concept through acquisition and market leadership.
- Led UX and development for mobile initiatives: iOS and Android apps achieved 200K+ installs.
- Managed the UI/UX of the CloudCME SaaS and related marketing sites.
- Collaborated with 70+ hospital and university customers to design custom branded portals.

Founder & Designer

Encarded Playing Card Co. | *Entrepreneurial* | October 2011 - Current

- Created and scaled a premium consumer brand: product design, supply chain, e-commerce, and collector community building.
- Launched with record-breaking crowdfunding on Kickstarter.
- Designed, marketed, and delivered over 40,000 units.

SKILLS

AI & Automation: Enterprise scale AI-Assisted Development (Claude Code, Codex) • Prompt Engineering • Local LLM Deployment (Ollama, on-device models) • Claude Skill Creation • Retrieval-Augmented Workflows • AI Agent Evaluation and Integration • Workflow Automation and Tooling

Product: Strategy and Roadmaps • OKRs • Pricing and Packaging • Agile Scrum • Stakeholder Alignment • Go-to-Market • Cross-functional Collaboration

Design: Design Systems • UX Research • Information Architecture • Prototyping • Accessibility and ARIA • Content and Marketing design

Data & Platforms: Vercel • Supabase • Neon • Stripe • Payments and Tokenization • API Platforms • Analytics (Pendo, GA4) • SQL Basics

Product & Design Tools: Figma • Jira • Confluence • GitHub • Adobe Suite • Web Development (HTML/CSS/JS/React)

AWARDS

Two-time Adobe MAX Award : Interactive Learning Platforms : TeachIVUS (2004), TeachCTA (2006)

EDUCATION

Graphic Design Programs at The Ohio State University and Bowling Green State University

LINKS

omassist.com • trovefilm.com • servicemonster.net • fieldster.io • cloud-cme.com • encarded.com • nndscrpt.com