

- Leads teams through ideation, research, design, development, launch, and iteration
- Builds strong community, enterprise, mobile, social, gaming and startup products
- 20+ years experience in complex, hands-on, multidisciplinary strategy and development

**Organizer - Community, Comms & Tech Strategy** Mutual Aid NYC 2020-Now

- Co-developing strategy, governance, implementation, and content for a city-wide network of volunteer mutual aid organizations supporting New Yorkers in the COVID-19 pandemic.

**Consultant - Product Strategy & Development** MackReed.co 2014-Now

- Creating digital product design, developing strategy and road-maps, and overseeing delivery of software and marketing for a variety of clients, including [Clipr.ai](#) and [Daedalus Health](#).

**Head of Product** Veebit 2014-2019

- Innovated product strategy and UX design for a psychometrics platform that shapes better teams, interactions and cultural fit. Target verticals: Esports, pro sports, enterprise business & education.

**Product Manager** Elated 2015-2017

- Directed development of product, technology and marketing strategy for gamified dating startup.

**Co-founder and Chief Product Officer** F/8 Interactive 2011-2015

- Created social technology, games and content/audience strategy for mobile, consoles, VR and gesture-controlled platforms. Managed product and operations for a SaaS/white-label mobile marketing platform driven by gamified photo-sharing for brands.

**UX/Product Design, Innovations Director** speakTECH/Perficient 2007-2011

- Designed information architecture, UX and social strategy for web, desktop, mobile & multi-touch. Client sample: 20th Century Fox, Disney, Boeing, Dell, NewsCorp, Ticketmaster, USAA

**Consultant - Product & Community Development** Metblogs 2006-2008

- Managed and mentored editorial "captains" of 52 urban weblogs around the world; Shaped editorial voice for a broad variety of cities, cultures, and nations in a corporate milieu that actually valued the absence of restrictive editorial policies

**Founding Publisher** [LAVoice.org](#) 2002-2007

- Established a blog-based publication and online community that published daily news and opinion by people who write well and passionately about Los Angeles. Topics: culture, freeway life, environment, media, neighborhoods and the political power structure.

**Senior Computer Consultant / Comms Mgr.** USC Information Sciences Inst. 2002-2005

- Established - Developed complete internal/external communications strategy for NSF's public-policy/IT research program; Designed, built, and launched an online toolset to enable collaboration among more than 200 of the nation's top computer scientists and government data experts.

**Content Manager, Senior News Producer** Cox Interactive Media 1997-2001

- Helped conceive, design, build, launch and produce two major regional web portals
- Drove three complete interface overhauls across more than 6,000 pages
- Produced innovative Web products including 150-page L.A. County Neighborhoods Guide, Disaster Guide, live So.Ca. traffic maps and message boards on LAPD and LAUSD

**Staff Writer, Columnist**

Los Angeles Times

1990-1997

- Covered a variety of beats in Ventura County, CA, including criminal justice, civil courts, city government, youth and defense contracting.
- Contributed to Pulitzer-winning coverage of the L.A. Riots (1992) and Northridge Earthquake (1994)
- Wrote a weekly column on motor vehicle laws, car culture and the travails of commuting
- Coverage of the flawed death-penalty appeals system won an award from the Calif. Bar Assn. (1996)

**Reporter**

Philadelphia Inquirer

1987-1990

- Covered a variety of beats in Delaware County, PA and Wilmington, DE, including police, courts, and features.
- Coverage of severe overcrowding and mistreatment of patients at a state psychiatric hospital won an award from the National Alliance on Mental Illness. (1989)

**Intellectual Property**

U.S. Patent Application #14/588,891 filed on Jan. 2, 2015 for: "Method and System for Distributed Collection and Distribution of Photographs"

**Publications**

TOO DAMN FAST (white paper)- How to Match the Blistering Evolution of Social Media with Effec-

**Product & strategy skills**

Ideation, UX/IA, branding, design, prototyping, metrics, social analytics  
 PRDs (user stories, use cases, wireframes, requirements, road mapping)  
 Research for market/product fit and partner-opportunity analysis  
 A/B testing

**Experience level**

Expert

Expert

Expert

Intermediate

**Management skills**

Agile/scrum technology development and QA  
 Editorial, creative, visual, social-voice and community  
 Identifying, recruiting, signing & managing product talent  
 Cross-disciplinary project and resource management

Expert

Expert

Expert

Expert

**Technology/design skills**

HTML / CSS / UNIX  
 Jira, Adobe Creative Suite, Microsoft Office Suite, OmniGraffle, Visio, Paper  
 CMS development/management including Wordpress, Joomla & Notion  
 LAMP stack, Node, iOS, Android, Sharepoint development frameworks

Expert

Expert

Expert

Working familiarity

**Education**

Brown University, BA / Honors, in American Civilization. RISD, advanced photography studies  
 tive Internal & External Social Technology Strategies (speakTECH, 2009)

Digital Government Community-building and Outreach (Proceedings of the National Conference  
 on Digital Government Research, 2004)

**Personal**

Bicyclist, sailor, artist, instrument builder, member of the WELL and Burning Man communities