

PROFILE

Product Designer & Front-End Builder | Web3 & Consumer Products

Product-minded designer and builder with deep experience across Web3, crypto fintech, and consumer products. I design, ship, and operate end-to-end systems across product, commerce, brand, and growth in fast-moving and complex environments.

EXPERIENCE

[Project Showcase →](#)

AxonDAO – Design Lead (Web3 / Crypto) | 2024 - 2025

- Led end-to-end design across the AxonDAO ecosystem, including the main company website, e-commerce platform, multiple sub-project landing pages, cross-platform social campaign assets, and investor pitch decks
- Designed and maintained visual systems across social, product, marketing, and investor-facing materials to ensure brand consistency
- Designed product interfaces and dashboards for Web3 applications and internal tools
- Built and launched the Shopify e-commerce site used to sell AxonDAO's bio-tracker ring, translating complex hardware, product, and crypto concepts into a clear, conversion-focused purchase experience
- Worked directly with founders and leadership to support launches, campaigns, and go-to-market initiatives

CoinPayments – Web Development Lead (Crypto / Fintech) | 2021 - 2023

- Led web development and design initiatives across CoinPayments' marketing ecosystem, supporting product launches, campaigns, and partner activations
- Built and scaled the Content Hub for educational content, announcements, and long-form crypto storytelling
- Designed campaign-specific landing pages and social media design systems across web and social platforms
- Collaborated with marketing and leadership to translate complex crypto payment concepts into clear, conversion-focused digital content

BZ Pixel Creative – Founder & Design Lead (CPG / Web) | 2008 - Present

- Founded and led a creative studio delivering CPG products from concept through production, including packaging systems and product-line extensions
- Designed and built client brand websites and campaign landing pages to support launches, education, and lead generation
- Led creation of sales and marketing collateral including sell sheets, proposals, and trade show and booth materials
- Designed Amazon storefronts and A+ content optimized for visual hierarchy, storytelling, and conversion

Spoon Fetish – Founder & Product Designer | 2019 - Present

- Founded and operate a design-led consumer brand with full ownership across product, brand, manufacturing, and operations
- Lead product design and development, including material selection, manufacturing coordination, and quality control
- Design, build, and maintain the brand website and e-commerce platform, owning UX, visual design, and technical implementation
- Define and evolve the brand identity, digital presence, and ongoing merchandising and optimization

CAPABILITIES

Product & Design

Product design · UX/UI · Design systems · Visual identity · Brand systems · Conversion-focused design

3D & Product Visualization

3D product visualization · 3D prototyping · 3D-assisted product design for physical and digital products

AI-Assisted Workflows

AI content & image generation · AI-assisted design workflows · AI automation for content, marketing, and operations

Web & Build

Web development · E-commerce · Landing pages · CMS · Front-end implementation

Growth & Marketing

Campaign design · Social media systems · Content hubs · Sales enablement · Amazon A+ content & Storefront

Tools

Figma · Adobe CC · Shopify · Webflow · Framer / WordPress · WooCommerce · HTML/CSS/JS · Blender · Plasticity 3D

REFERENCES

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