

EDUCATION

Harvard University Masters of Business Administration

Boston, MA
2025 - 2027

Northwestern University B.S. in Product Design & Engineering Minor in Anthropology

GPA: 3.93/4.00

Evanston, IL
2017 - 2021

Tanglin Trust School International Baccalaureate

44/45

Singapore
2013 - 2015

HONORS & AWARDS

Solana Grizzlython 1st Place (Payments Track, 30k USDC Prize)

Led design strategy for Tamperproof, a blockchain protocol to bridge real-world assets on-chain. Won 1st Place in a pool of 10,000+ participants.

2023

Shanghai Jiao Tong University FourC Design Challenge 1st Place (50k CNY Prize)

Led a team of four in a 24 hour design sprint against 200+ participants from 52 universities around the world. Featured in CBS News, CNN, WBEZ (NPR), The Straits Times, Shanghai Daily, and Chicago Inno.

2020

United Nations Global Call Out To Creatives #1 Feature

Designed a series of posters for the UN's COVID-19 Spread Kindness campaign. Featured by Adobe XD Ideas.

2020

Product Dev. Management Association White Space Design Challenge 2nd Place

Designed and engineered a kitchen scrubber that combines UV light sterilization technology with conventional home cleaning.

2019

MBA student at Harvard Business School with 4+ years of operational experience in design thinking, product strategy, and brand innovation. Interested in combat sports, the future of content, and the science of living forever.

PROFESSIONAL EXPERIENCE

Captain Labs Head of Strategy & Creative

2018 - 2025 Chicago, IL

- First employee at venture-backed startup building digital ticketing and Web3 platforms. Worked directly with CEO (ex-unicorn founder) to define strategy, raise capital, and drive operational scale.
- Built product and led strategy for XP, one of the fastest-growing secondary ticket marketplaces. Scaled to \$2M+ GMV from 5K+ customers and 50M tickets onboarded.
- Created customer acquisition funnel, generating 4000+ leads, converting to 350+ new customers and \$90K in ticket sales.
- Developed and scaled XP Drops, a gamified fan CRM platform with 10,000+ active users. Drove fan acquisition at low cost while capturing first-party data used to improve ticketing conversion.
- Developed investor narratives and strategic pitch. Raised \$6.2M round.

Minimal Snacks Founder

2019 - 2023 Chicago, IL

- Launched and scaled CPG startup from concept to acquisition. Led product strategy, operations management, and brand storytelling.
- Raised \$22K+ on Kickstarter as one of the fastest-funded campaigns in category history.
- Defined innovation strategy. Built lean operations and supply chain, managing cost structure and scaling to ~\$100K GMV before getting acquired by Tasty Ventures.

FROG (previously: Fahrenheit212) Design & Innovation Summer Analyst

2020 New York City, NY

- Developed a subscription model strategy for IKEA to strengthen loyalty and deepen engagement with core audiences; created inspirational marketing content piloted in Canada for 5M+ IKEA Family users.

Jones Knowles Ritchie Brand Design Summer Intern

2017 London, UK

- Contributed to global brand design strategies for CPG clients Ben's Original and WKD Vodka, developing visual identities and creative assets that strengthened consumer connection and market impact.