

EDUCATION

Harvard University
Masters of Business Administration
 Cambridge, 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.
 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

PROFESSIONAL EXPERIENCE

Captain Labs
Strategy & Creative Director
 2018 - 2025 Chicago, IL

- Worked directly with CEO to oversee innovation & creative strategy across the company. Raised \$6.2MM from Blockchange, L1D, Reflexive, and others.
- Created the Captain brand as a blockchain innovation lab. Launched XPTickets, Tamperproof, and Supper Club under the Captain umbrella.
- Led strategy & creative direction for XP, our flagship decentralized ticket exchange. Onboarded 50mm tickets in broker inventory. Scaled to \$2MM+ GOV and 5k+ customers.
- Led We're Calling You Out marketing campaign, generating 4k+ leads. Converted to ~350 new customers and \$90k+ in ticket sales.
- Led creative direction in a five-person team for Tamperproof, our blockchain protocol to bridge real-world assets on-chain. Won 2023 Solana Grizzlython hackathon (30k USDC prize).
- Led creative direction for Supper Club, our online ordering toolkit bringing in \$900k in weekly F&B sales to 400+ restaurants in 39 states.

Minimal Snacks
Founder
 2019 - 2023 Chicago, IL

- Bootstrapped a superfood innovation startup out of The Garage, Northwestern's entrepreneurship hub.
- Launched on Kickstarter. Hit funding goal in under two hours and ultimately raised \$22k+, one of the fastest-funded snack Kickstarter campaigns of all time.
- Built out e-commerce platforms (Amazon and Wix). Scaled to \$100k+ GOV with zero outside investment.
- Got acquired in March 2025.

Fahrenheit212 (now frog.co)
Design & Innovation Summer Analyst
 2020 New York City, NY

- Supported innovation & design teams on circular economy strategy for IKEA. Engineered a 3D printed mycelium furniture prototype and launched a new subscription box pilot for IKEA Canada.
- Developed an innovation strategy for the Vera Institute of Justice to stabilize the organization against government funding uncertainty.

Jones Knowles Ritchie
Brand Design Summer Intern
 2017 London, UK

- Supported the design effort for CPG clients Ben's Original and WKD Vodka. Designed advertising and press release assets that translated each brand's identity into bold, market-ready visuals.