

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 in 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 (XP Tickets) Head of Strategy & Creative — Innovation & Special Projects

2021 - 2025 Chicago, IL / Salt Lake City, UT

First employee at venture-backed startup building a ticket marketplace and fan engagement platform.

- **Capital Raising:** Secured \$6.2M in Series A funding by defining the company's long-term vision and leading investor strategy and engagement.
- **Product Management:** Built a two-sided marketplace with 50M+ tickets and \$2M+ transaction volume in 6 months by leading design and engineering teams in productizing a blockchain protocol. Won 1st Place (\$30K USDC) at Solana hackathon among 10K+ participants.
- **Growth Strategy:** Generated ~\$90K in ticket sales from 4K leads by conceiving and executing a product/marketing/content flywheel to collect fan data, convert users, and drive content creation. Scaled to 10K+ users by designing and launching a gamified CRM platform that rewarded fan loyalty.
- **Product Strategy:** Partnered with CEO (ex-unicorn founder) on special projects, conducting rapid prototyping experiments to inform product roadmap.

Minimal Snacks Founder

2021 - 2023 Chicago, IL

Spearheaded brand, product, and GTM strategy of CPG startup from concept to eventual acquisition.

- **New Venture Building:** Raised \$22K+ by launching one of the fastest-funded Kickstarter campaigns in the CPG snack category, driven by a compelling brand narrative and early community building. Scaled from zero to ~\$60K revenue at ~40% gross margin within 2 years.
- **GTM Strategy:** Drove 2M+ impressions and secured retail distribution – including placement in Meta offices – through guerrilla marketing campaigns, influencer deals, and subscription box partnerships.
- **Acquisition:** Achieved a successful acquisition at 17x P/E by leading the full exit process with Tasty Ventures, from positioning the company to negotiating terms.

frog - Capgemini Invent (formerly: Fahrenheit212) Design & Innovation Summer Analyst

2020 New York City, NY

- **Innovation Consulting:** Developed seasonal subscription strategy for IKEA by researching customer behavior patterns and identifying high-retention touchpoints across the ownership journey.
- **Design Strategy:** Designed an onboarding flow that was piloted across Canada for 5M+ IKEA Family users by applying UX research and iterative prototyping to reduce drop-off at sign-up.

Jones Knowles Ritchie Brand Design Summer Intern

2017 London, UK

- **Brand Design:** Developed global brand strategy and identity for Mars Inc., Ben's Original and WKD Vodka.