

Product and design engineer, 13 years, research through production code. Recent work is AI agent interfaces and conversion-critical commerce at a nine-figure-revenue travel business, plus Arqo, a cross-platform AI screenwriting app I build solo by directing Claude Code agent fleets.

EXPERIENCE

EF World Journeys — Senior Product Designer / Design Engineer

Aug 2022 - present

Go Ahead Tours · EF Ultimate Break · EF Adventures. Search, discovery, checkout and AI surfaces across 100+ countries. Ships production Next.js and React Native with no engineering handoff.

Search & AI discovery (2026). Rebuilt site search as instant typeahead plus a results page that never dead-ends (zero-result fallback, refinement chips). One build serves 3 brands; shipped behind an A/B gate. Built the front-end for AI-powered trip discovery, now live in an A/B test.

Native checkout. Led design, strategy, research and interaction implementation for the native-app checkout: **~80% ramped, early ~10% lift in booking conversion.** Earlier, moved 3 brands' checkout onto one engine with add-on attach stable through the cutover; checkout across 100+ countries.

Attach. A/B-tested a travel-protection redesign: **+~5% attach vs. control.** Rebuilt the excursion upsell: attach **~78% → ~94%, held 18 months.**

Campaign system. With marketing, designed and built a reusable deal-campaign system in Storyblok: deal cards, a rule-driven deal-status slider and departure filtering. Launched with companion fare and reusable for later campaigns; owned strategy, design, build and enablement so marketing runs campaigns without engineering.

Mobile. Travel games with tour-group leaderboards (React Native/Expo).

Design brain. Built a design-system agent that encodes the team's design rules and reviews work against them; in daily use, with parts adopted by several other teams. Ran a 3-day AI exploration jam; taught "Designing for Usability in the Agent Era"; wrote the HCAI and MIND frameworks.

Arqo — Co-founder / CTO

2025 - present

AI screenwriting app on native iOS and macOS, desktop, and web; public beta. Solo on engineering, 4,500+ commits.

Three editors, one executable behavior spec: ProseMirror on web, TextKit on macOS, native iOS. Deterministic paginator and lossless Final Draft (FDX) round-trip, checked by golden-PDF and conformance tests in CI.

Offline-first sync and real-time collaboration on a Yjs/Liveblocks CRDT with Postgres as source of truth. pgvector RAG library; AI "Staff" that analyzes scripts but never writes them; agents on MCP servers I wrote.

Self-updating desktop builds; iOS on TestFlight, App Store 1.0 in prep. Next.js/TypeScript, Swift, Tauri, Supabase.

Zulily — Senior UX Designer, Growth & Personalization

2020 - 2022

Designed the personalization surface for **~16M automated emails/day** across 5 markets; shipped the A/B winner for a **~6% CTR lift**; shipped React during a staffing gap.

JMNPR Labs — Founder

2025 - present

Futbolis.live: an edge-cache design that serves any traffic level with one upstream API call per minute, on a \$19/mo API.

The Social Booth, India — Creative Director

2016 - 2020

Employee #2. Built and led an 8-person design/web team. Launch work for Ford, Ducati, Wendy's and Audi; built Ducati India's brand, online sales 5 → 18 units in year one. Acquired by VaynerMedia, 2023.

SKILLS

React · Next.js · TypeScript · React Native/Expo · Swift · design systems and tokens · LLM and agent UX (Vercel AI SDK, MCP, RAG/pgvector) · Claude Code agent workflows · CRDT/real-time · Algolia · A/B testing (Optimizely, Amplitude) · checkout and payments