RAF LAUS

PRODUCT DESIGN LEADER · APPLIED AI & COMPLEX SYSTEMS

Seattle, WA · Open to relocation
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Design leader with 10+ years setting direction across complex systems and emerging technology, trained in biology and human-centered engineering. I build the practices, standards, and teams that make AI products worth trusting.

4 → 20	**1st**	**9**	**$50M+**
Design team scale at T-Mobile for Business during my tenure	Enterprise generative-AI product, led from idea to ship	Senior designers trained and mentored	Quarterly revenue through PayPal Express Checkout

EXPERIENCE

Lead Product Designer — 2024–2026

T-Mobile for Business / Blink UX · Seattle, WA

- Set design direction across a multi-product enterprise portfolio as the team scaled from **4 to 20**: 5G Advanced Network Solutions, IoT connectivity for government and enterprise, SASE, quote-to-contract, and Salesforce.
- Designed the **end-to-end IoT connectivity presales and sales flow**, connecting discovery, configuration, quote, and contract across teams that each owned only a slice.
- Grew a program I ran single-handedly into a **fully staffed team** after handoff.
- Defined the team's design standards in Figma and Confluence, adopted as the single design and engineering source of truth; trained **7 senior designers** and mentored 2 in them.

Senior / Lead UX Designer — 2022–2023

Elanco · Applied AI, design systems & platform modernization

- Led design of **ElancoGPT**, the company's first generative-AI product: GPT-3.5 and PaLM 2 in one interface, with a model-comparison framework the org reused as new models arrived.
- Defined enterprise **AI trust patterns** for human review, model confidence, provenance, and escalation.
- Established Elanco's **continuous product discovery process**, giving product and engineering teams a shared way to build, test, and ship quickly.
- Built the **Tailwind CSS design system** underpinning Elanco's AI and enterprise applications; modeled a 23-step service ecosystem from 100+ service requests.

Senior Product Designer — 2017–2019

Independent Consultant · Cisco Networking Academy / John McNeil Studio

Research and UX consulting for palliative care and digital-health products; learning platform experiences for Cisco Networking Academy's global audience.

Information Architect · Purchase & Delivery Lead — 2014–2016

Macy's & Bloomingdale's / John McNeil Studio

- Design lead for **PayPal Express Checkout and tender types** across both brands, driving roughly **$50M+ per quarter**.
- UX mentor for the **Executive Development Program**, coaching incoming leaders on design practice.

APPLIED AI

AI on the Salesforce platform
Einstein and Pardot inside T-Mobile quote-to-contract workflows

AI-assisted qualification
Lead scoring for pre-sales prospects and structured intake feeding valid configurations

EDUCATION

M.S. Human Centered Design & Engineering
University of Washington
2020–2023 · GPA 3.93

B.S. General Biology
Dominican University of California
2008–2012 · GPA 3.40

CAPABILITIES

AI interaction & model-behavior design · trust and human-in-the-loop patterns · product strategy · systems & service design · design systems · prototyping in code · research