

# Selected Work – 2021 to 2025

Product Strategy · UX Leadership · Cross-Portfolio Design

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Product Strategy · AI-Driven UX · Cross-Portfolio Leadership

# About Me

I lead design for complex enterprise products across cloud, infrastructure, and automation. My work focuses on clarity of value, cross-product experience strategy, and reducing complexity for users at scale.

I operate at the intersection of:

- Product strategy
- AI-driven experience design
- Enterprise systems and integrations
- Cross-functional alignment across PM, Eng, and business leadership

I bring structure to ambiguity, create clear frameworks for teams, and define north-star directions that guide multiple releases.

# Selected Work

A selection of work across product strategy, cross-portfolio experience design, AI-driven insights, and platform modernization.

## 1. Accelerating Time to Value

- SaaS onboarding (shipped)
- Target experience (shipped)
- Top Actions framework (shipped, 96% workflow reduction)

## 2. Cross-Product Experience & Integrations

- Instana × Turbo integration (shipped)
- Cloudability × Turbo and NS1 integrations
- Automation platform navigation + contextual nudges

## 3. AI-Driven Insights & Automated Operations

- Turbo AI Chat (delivery phase)
- AI insights: adoption tracking, action summaries, value dashboard
- Cross-product AI framework

## 4. Modernizing Turbo's Platform & UX Systems

- Carbon migration + Next Gen UI system
- RBAC (discovery + hi-fi concepts)
- Terraform E2E workflow
- DevOps container home
- Modular Turbo initiatives (Parking, TurboDX)

# My Focus Areas

Across all initiatives, I design for:

## 1. Clarity of Value

Helping users understand what matters, why, and what action creates the most impact.

## 2. Acceleration of Workflows

Reducing friction across onboarding, integrations, DevOps, cloud operations, and AI-powered decision-making.

## 3. Cross-Portfolio Alignment

Driving coherence across Instana, Turbonomic, Cloudability, NS1, and emerging Automation products.

## 4. AI-Augmented Productivity

Laying the foundations for reasoning, insights, and automated workflows across the Automation portfolio.

## 5. System-Level Design

Connecting UX with telemetry, architecture, governance, and operational models.