

Profile

VP of Design, applied researcher, and speaker with nearly 20 years of experience helping organizations understand complex problems, make better decisions, and create experiences people can trust. I'm especially interested in how AI changes work, learning, and human capability. Most importantly, I'm a mom, focused on how technology can strengthen human agency and help build a better future.

Experience	InStride Vice President, Design Feb 2023 - Present	Leads brand, product, content, research, and experience strategy across the journey from enterprise buyer to working adult learner. Partners with executives, product, marketing, sales, employers, and academic institutions to turn evidence into positioning, commercial narratives, products, and services. Work spans major employer partnerships, including Amazon and Taco Bell.
	Director, Design Aug 2019 - Feb 2023	
		Leads mixed-methods research and thought leadership on AI workforce readiness and the future of work, including research behind the published reports The AI Readiness Illusion and Talent Priorities Report (100+ HR/L&D leaders; 1,000+ employees).
	Handsome: Now Raw Materials Director, Experience Design Experience Design Lead May 2015 - Aug 2019	Led research-informed strategy and design for complex digital and physical journeys. Key projects included traveling across seven countries to talk with 45 small-business owners for FedEx and understand how to improve the shipping experience, and research for Audi on a car rental app and self-driving futures through the lenses of autonomy, trust, and control. Other clients included Facebook, Nickelodeon, Chase, WP Engine, Southwestern University, and Silvercar.
	PETER MAYER Senior Interaction Designer Jan 2013 - Nov 2014	Helped establish interaction design within a creative agency, bringing UX, design research, and digital product thinking into brand and marketing work.
	T3: Now Material Senior Art Director / Art Director Dec 2009 - Dec 2012	Developed brand platforms, design systems, and digital experiences for Chase, Cartoon Network, JCPenney, Sprite, UPS, and The Michael & Susan Dell Foundation.

Education	Bachelor of Science, Advertising The University of Texas at Austin · 2005 - 2009 Texas Creative Sequence: Art Direction	College honors Three Student ADDY Awards Interactive Art Directors Club, selected member · 2009

Capabilities	Research and audience insight Makes human needs visible and reveals where assumptions or evidence gaps exist	Product, content, and service Makes complex experiences understandable and usable across the buyer-to-user journey	Brand and design leadership Makes the future believable, builds coherent systems, and connects quality to outcomes

Speaking	2026	Featured event speaker	AI, the future of work, and the value of design at InStride's company-wide event in California for about 200 attendees
	2019 - 2026	University guest lectures	Design, research, and creative leadership at Howard University, UC Irvine, Austin Community College, and others through Good Cause
	Through 2019	DesignCraft	Founding team member and speaker; led cross-industry events in Austin and Seattle
	2017	Circles Conference	Individual speaker and panelist

Career recognition	2026	TIME World's Top EdTech Companies and America's Top EdTech Companies, InStride
	2025	FORTUNE Change the World, InStride
	2024	Fast Company Innovation by Design, Learning honorable mention, InStride
	2023	Fast Company #5 Most Innovative Company in Education, InStride