

I offer elegant visual solutions to difficult conceptual problems. I draw from decades of experience, from designing award winning marketing to analytics driven enterprise applications.

I am drawn to problems that have a significant, meaningful impact on large audiences.

ENTERPRISING



Salesforce
2021, current

As a principal designer for Sales Cloud, I work closely with Product to define features and collaborate with Engineering to ensure a scalable UX and UI across releases.

Featured Project

Account Based Selling
Please contact for additional information

Account Plans launched in December of 2024. Designed with Salesforce’s new visual design language (Cosmos) and featuring AI-driven Generative Account Research, Account Plans synthesizes several large discrete initiatives into a highly adopted feature for Sales Cloud customers.



Workday
2019 - 2021

I was lead designer on Workday’s dashboard and ad-hoc analysis platform (*Discovery Boards*). Additionally, I was a data visualization specialist who designed the charts in the custom data visualization library and consulted on their use.



GE Digital
2017 - 2019

I worked closely with the data science team to create analytics applications that were the centerpiece to GE’s “digital transformation” initiative.

GE’s Oil and Gas group was merged with an acquisition, then spun off. I lead the creation of Mantle, BHGE’s own design system, as well the transition of the applications UIs off of Predix.

ENTERTAINING WORK



Gracenote
2014 - 2016

In 2014 Tribune Media Services acquired, then rebranded as Gracenote. During the transition, I took on a product management duties in addition to my role as director of user experience.

My team created reference applications for our customers in music, video, and sports entertainment data verticals.



CastTV
2008 - 2014

I was the sole designer for a consumer website that, at peak, had over 4 million unique monthly visitors. In addition to UX and UI executions, I product the live front end code (HTML, CSS, JS).

CastTV was acquired by Tribune Media Services Group in 2011. I joined TMS as a Director of User Experience.

Archives

https://itsmin.com/portfolio_casttv.pdf

AD_VENTURES

ADVERTISING TECHNOLOGY

IPIX
2004 - 2006

At IPIX I helped design and produce IP that formed the basis of an employee lead spin off, AdMission Corporation.

AdMission
2006 - 2008

AdMission’s IP and applications, which displayed live inventory in banner ad formats, were acquired in 2008 by CDK Global.

CREATIVE AGENCIES

Prior to moving to California, I worked as an information architect and art director for ten years at various ad agencies.

My clients included brands such as Tiffany & Co., LEGO, Sephora, MetLife, Nike, and AOL.

Archives

<https://itsmin.com/portfolio/p/lego.pdf>

<https://itsmin.com/portfolio/p/tiffany.pdf>

PATENTS & AWARDS

Video Matching Service to Offline Counterpart

One Show, Interactive Merit 1998

Corporate Image B2C
MetLife

**Communication Arts
Interactive Annual 9**

Business Category
Tiffany Mark Watch