

Designer who builds. 10+ years shipping enterprise software at Salesforce, Workday, and GE Digital — and building AI products independently. I prototype in code, integrate LLMs into production systems, and ship tools that make teams faster.

IA through AI

CaliKo.ai

Founder
11/2025 — current



AI company intelligence for enterprise sales teams. Search for a company, get synthesized news, financial context, and strategic analysis from ~200 sources.

Built end-to-end: Next.js frontend, Node.js backend, Claude API integration with multi-layered hallucination mitigation, entity disambiguation, and CRM integrations.



AI professional representation service. Three-mode conversation agent (extraction, coaching, representation) with confabulation detection, conversation dynamics monitoring, and canonical data architecture.

Production multi-tenant platform.



Salesforce
Principal Product Designer, Sales Cloud
12/2021 — 11/2025

Agentic CMS — Built an AI agent in two days that reads Go help documentation and generates interactive, design-system-compliant HTML/CSS/JS pages. Teams without a designer could produce compliant setup experiences through conversation with the agent. PMs shared it to internal Slack with thousands of people. Published on the Salesforce design blog.

Guided Tours — Pitched interactive product tours to the Director of UX and PM VP as an alternative to static documentation. Built first tours for Forecasting and Revenue Intelligence. Created Figma templates architected for direct translation into SLDS components — a reusable pipeline adopted by Service Cloud.

Account Plans — Sole designer for Account Based Selling. Designed information architecture, interaction model, and data integration across internal and external sources. Shipped at Dreamforce 2024 on SLDS2/Cosmos.

Account Agent — Designed conversational AI interface for querying account data through natural language. Established interaction patterns for enterprise AI with the Einstein platform team.

AI Advocacy — Delivered the Design Org's first presentation on AI tools. Published on the Salesforce design blog about designers coding with agents. Built rapid prototypes ("provocatypes") that shaped product direction.

ENTERPRISING



Workday
Senior Product Designer
4/2019 — 11/2021

Lead designer on Discovery Boards — dashboard and ad-hoc analysis platform. Designed interaction model for drag-and-drop query building and real-time visualization updates. Contributed chart types (heatmap, waterfall) to Workday's visualization library.



GE Digital
Senior Product Designer
4/2017 — 12/2019

Created Mantle, BHGE's design system after the Oil & Gas merger — component library, documentation, governance. Partnered with data science on analytics applications — knowledge graphs, production analytics, custom data visualizations.

EARLY CAREER

2008 — 2016

Director of UX, Tribune Media Services / Gracenote. Sole designer at CastTV (4M monthly users, acquired 2011). Agency work for Tiffany & Co., LEGO, Nike, MetLife.

TOOLS & TECHNOLOGIES

Figma, HTML/CSS/JavaScript, React, Next.js, Node.js, Claude API, Claude Code, Cloudflare Workers, Supabase/PostgreSQL, Stripe API, Cursor