

Product leader, founder, award-winning filmmaker & designer with a proven record of launching innovative AI creative tools and platforms. Uniquely at the intersection of **creativity, AI product and design**.

- Founded AI creative tools startups, built and managed product, engineering, sales and ops teams to launch high impact products. Built companies from 0 to 1.
- Raised over **\$4M** from investors like **Y Combinator** and **Neo**.
- Product & design work featured in **The Wall Street Journal**, **CNN**, **TechCrunch** and **WWD**.
- Film work recognized at **LA Film Festival**, **SF International Film Festival** among many others.

EXPERIENCE

AI.FASHION | FOUNDER & CEO (Head of Product) | Los Angeles, CA | 2023–Present

- **AI.Fashion** is the AI creative platform for the fashion industry that enables brands to generate on-model product photography & video at a fraction of the cost of existing processes with greater creative control.
- Owned product vision, defined product roadmap, prioritized features, and led agile product execution from initial concept to market-ready products.
- Our **Persona platform** - a major industry innovation - enables real human models to scan into AI and get paid by industry giants like **WHP** (Bonobos, Express, Anne Klein) for virtual photoshoots, providing brands with the efficiency gains of AI while also creating financial opportunity for models.
- Raised over **\$4M (Y Combinator, Neo)** and built a 12-person team to launch the **AI.Fashion** and **Persona** platform, enabling brands to replace expensive physical processes.
- Directed all aspects of product management, enterprise sales, strategy, and operations, positioning AI.Fashion as a leader in AI-driven creative tools.
- Featured in **The Wall Street Journal**, **CNN**, and **WWD** among others.

BACKLOT | FOUNDER & CEO (Head of Product) | Los Angeles, CA | 2020–2023

- **Backlot** is the collaborative 3D design tool for filmmakers transforming pre-production. It enables creators to simulate entire films in 3D, cost-effectively and collaboratively, before production begins.
- Led product vision, strategy, and iterative roadmap for an innovative creative platform, successfully launching and scaling a complex 3D design tool from idea to active user adoption.
- Backlot was used by prominent filmmakers, big D2C brands & productions: e.g. **Wiz Khalifa** music videos.

MIT | ARTIST IN RESIDENCE | Cambridge, MA / Berlin | 2019–2020

- Led the design and iterative product development of an interactive video-game product, managing project roadmap, user research, testing, and iterative design cycles.

GOOGLE | DESIGNER | Mountain View, CA | 2016–2019

- Designer & prototyper on the **AR/VR team “Daydream”** for a 3D OS on core system UI, working on brand new products, inputs and UX.
- Area 120 (Google internal startup incubator) - led creative/design on an interactive video app.

EDUCATION

HARVARD UNIVERSITY | Cambridge, MA | 2012–2016

- Focus in art x technology. President, Signet Society | Member, Harvard Lampoon
- MIT Media Lab: Worked as undergrad researcher on AR interfaces for education use cases

AWARDS & FESTIVALS

- Award-Winning Filmmaker: LA Film Festival, SF International Film Festival, etc.
- Media Coverage: Featured in The Wall Street Journal, CNN, WWD, TechCrunch