R.

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Executive Summary

Driven by a passion for progress, I embody a comprehensive product leadership philosophy that intertwines visionary product strategy, cutting-edge innovation, and meticulous design.

With a seasoned background in steering product development and project management, complemented by a robust understanding of product marketing, I catalyze growth and drive competitive advantage. My approach integrates innovative thinking at a platforming level (PCI), paired with GVI to target customer needs, driving toward exceptional customer experiences, and market growth.

Professional Experience

Senior Director, Product Design
OPSWAT - Cybersecurity / San Francisco / Feb 2019 - Apr 2024

5-years of launching successful cybersecurity products for critical infrastructure in the B2B and B2G sectors. Managed teams for the Product Design (5 years) and Marketing & Brand (2 years). Leading the business in the areas of product platforming, product design, usability, customer experience, and introducing new products including custom developed hardware.

MetaDefender™ Core

OPSWAT NetWall

MetaDefender™ Cloud
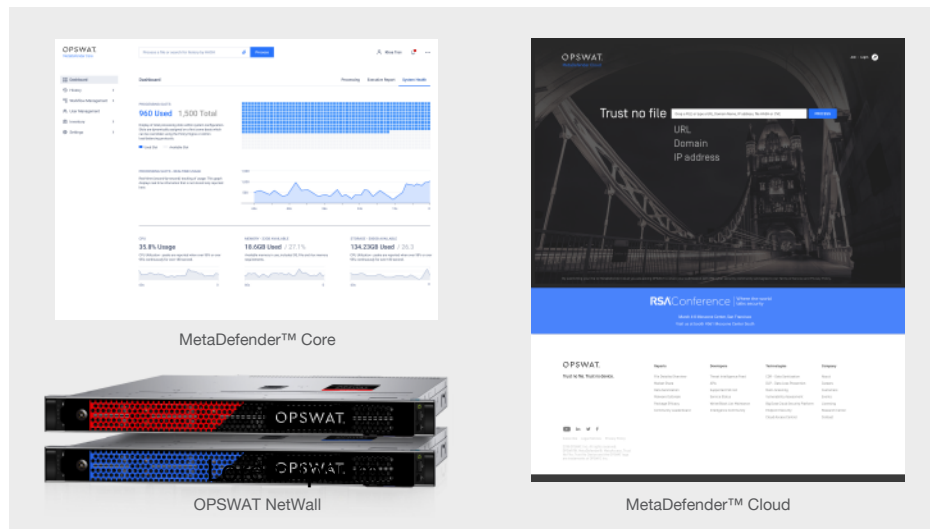
Digital Design Director
SIMPLOT - Food Service / Australia / Aug 2017 - Dec 2018

Successful consumer retail integration: Incorporating 16 distinct product brands into the supermarket ecosystem.Digital Transformation Initiative: Leveraging iPad technology to enhance sales tools. Culinary Data Integrity Project: Defining a single, verifiable source of truth

Product Design Director
TELSTRA - Telco / Australia / Feb 2015 - Jul 2017

Delivered mobile and web products that addressed the need to manage perception of service, risk and clarity including product sales funnel design for phone and internet products. Led the usability design for city-wide WiFi network rollout in Melbourne, Australia.

Key Achievements

OPSWAT - Jul 2022 - Mar 2023

Promoting Inclusive Code: Eliminating Blacklist and Whitelist References from 25 products.

OPSWAT - Mar 2024

Design System 3.0: Used for 18 Products including Core, Email and MFT.

OPSWAT - Feb 2024

Product Usability Audit: Understanding the status for Govt. sales requirements.

Sapient - Jun 2013 - Dec 2014

Sony Web Transformation - 60 countries and 26 languages. Exceeded targeted customer satisfaction scores

Education and Certifications

Boston / Online - Dec 2023 - Dec 2024 (estimated)

MIT Professional Education Chief Product Officer

Online - Dec 2023 - Mar 2024

MIT Professional Education Leadership & Innovation

Online - Sep 2019 - Jul 2020 - OPSWAT

Critical Infrastructure Protection - Workflow & Product

Melbourne, Australia

Advertising Foundation of Australia - Art Direction Principles

Bendigo, Australia

La Trobe University Bachelor of Fine Arts

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Professional Experience (cont.)

Creative XD Director
SAPIENT - Agency / San Francisco / 2013 - Dec 2014

Developed 180 responsive wireframes for SONY, product strategy for Tokyo management teams, product videos, copywriting, mentoring a team, and right-to-left site conversion.

| Product Naming Strategy | Product Wireframe |

Creative Director & Founder
WSKR / San Francisco / Nov 2008 - Jun 2013

Highly successful Intel Game. Launched the Fitness Court in San Francisco which continued to rollout and now reaches 500 healthy communities.

V.P. Group Creative Director
CARAT - Agency / San Francisco / Feb 2008 - Nov 2008

Successful relationship building with ADIDAS USA. Team mentoring for ADIDAS Global Pitch.

Associate Creative Director
SapientRazorfish - Agency / San Francisco / Oct 2007 - Feb 2008

Delivering approved creative work, while managing multiple small teams. For Intel & Microsoft

Senior Art Director
Cummins&Partners & Clemenger BBDO - Agency / Australia / Dec 2005 - Sep 2007

$30 million of Mercedes cars sold in only 10 days - I designed / managed the delivery ofa website and online advertising drive users to test drives resulting in strong sales.

Interaction Art Director
Philips Design - Consumer Electronics / Singapore / May 2004 - Jan 2006

TV onscreen interface and remote control screen systems.

Creative Director
Bluewave - Agency / Singapore / May 2000 - May 2004

Clients: Levi's, Credit Suisse, Philips Electronics. Agency aquired by Maersk.

Visual Design Lead
Scient - Consultancy / Singapore / Jan 2000 - May 2000

SCIENT CORP (SCNT on Nasdaq). Client: DBS Bank

Core Competencies

Strategic Product Leadership
Design Thinking
Cross-Functional Team Leadership
Marketing Management
Creative Direction
User Experience (UX) Design
Data-Driven Decision Making
Project Management
Stakeholder Engagement
Market Analysis and Trend Forecasting
Agile Methodologies
Digital Transformation

Technical Proficiencies

Artificial Intelligence
Chat-GTP, Copilot, DALL-E, Midjourney

Project Management Tools
Jira, Trello, FigJam

Business Intelligence Software
Microsoft Power BI, Excel

User Interface Design
Figma, Sketch, Adobe Creative Cloud

User Experience (UX)
Figma, Sketch, InVision, Adobe AfterEffects

Customer Relationship Management
Salesforce

Agile and Scrum
JIRA, Confluence

Data Analytics Platforms
Google Analytics, Pendo, Power BI

Design Systems and Pattern Libraries
Figma, Sketch

Market Research /Survey Tools
SurveyMonkey