



I design successful products and
build effective design teams



Check out my [work samples](#)

mixpanel

—zapier

 Watershed

 new relic.

 bmc

Qualcomm

 TOYOTA

 USAA®


UNDER ARMOUR

 | GOLF



ESPN



Erik



Hire
Promoted

Jeff
Designer



Hire

Brit
Designer



Promoted

Gwen
Sr. Designer



Promoted

Mel
Sr. Designer



Shawn
Sr. Designer

_zapier

Hired two (2) designers during my first eight (8) months

Created and implemented
Zapier's **1st** design career framework

Designing clear growth plans & setting expectations

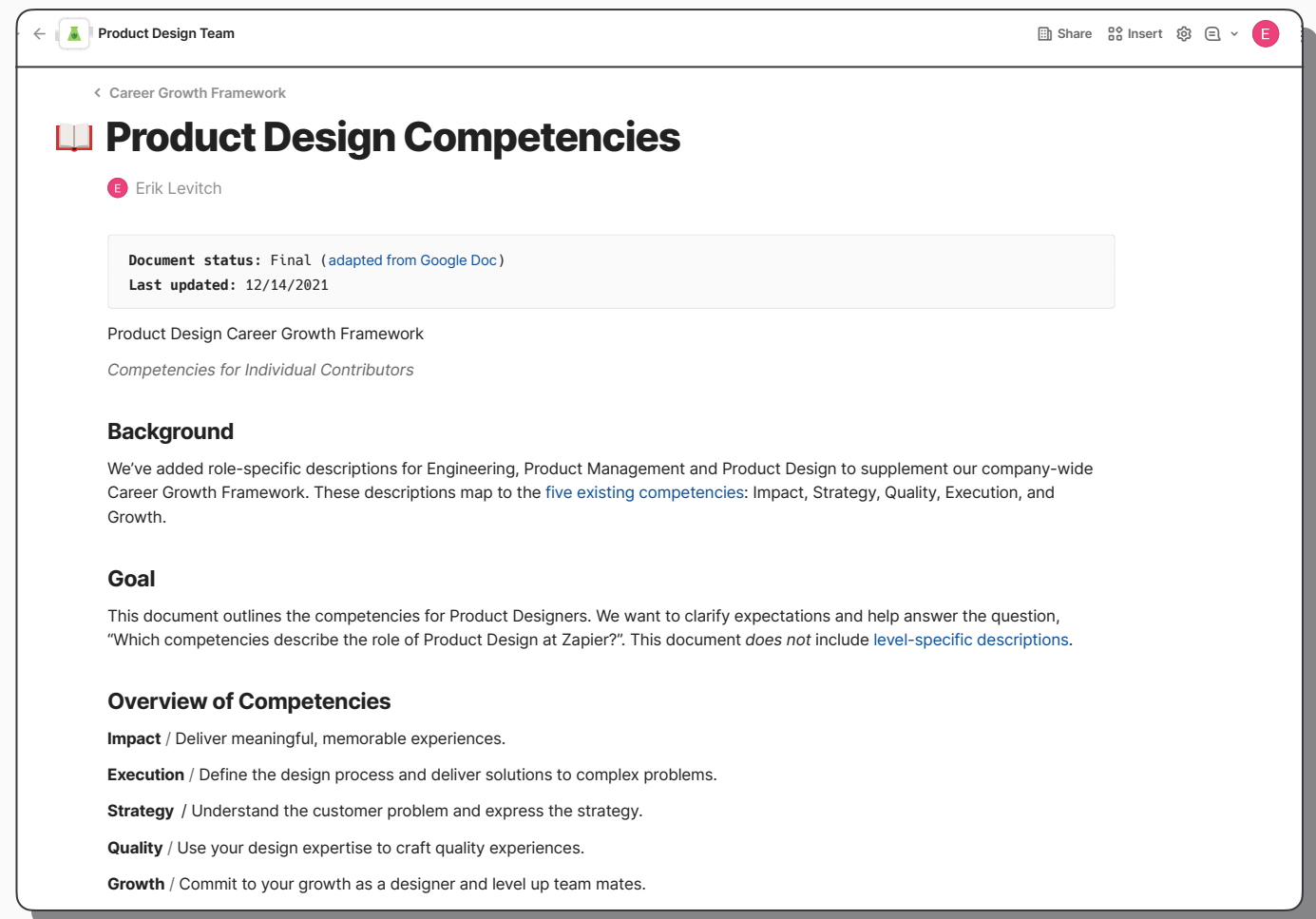
This growth framework played a crucial role in guiding aspects of people operations, including design recruiting, promotions, performance evaluations, and goal-setting.

ROLE

Owner

COLLABORATORS

VP Design, Design Director, Product Director, Head of Learning & Development





Erik



Hire

Kaitlyn
Team Lead



Hire

Jess
Sr. Designer



Hire
Promoted

Katie
Sr. Designer



Hire

Nate
Designer



Hire

Nikki
Sr. Designer

mixpanel

Built and managed a team of five (5) designers across the entire product

Improved Mixpanel's product
design engagement scores by **36% ↑**

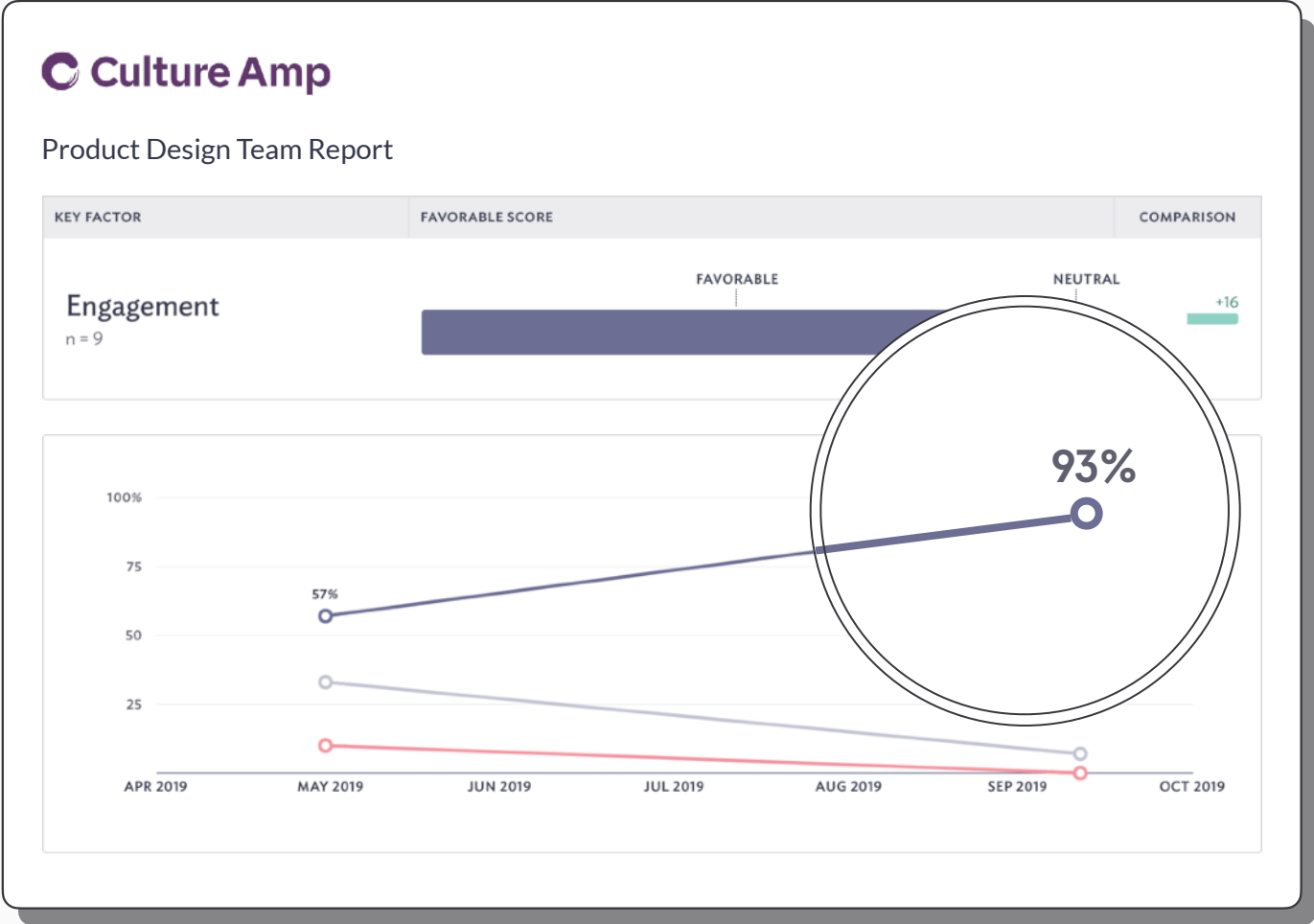
Elevating Mixpanel’s design culture

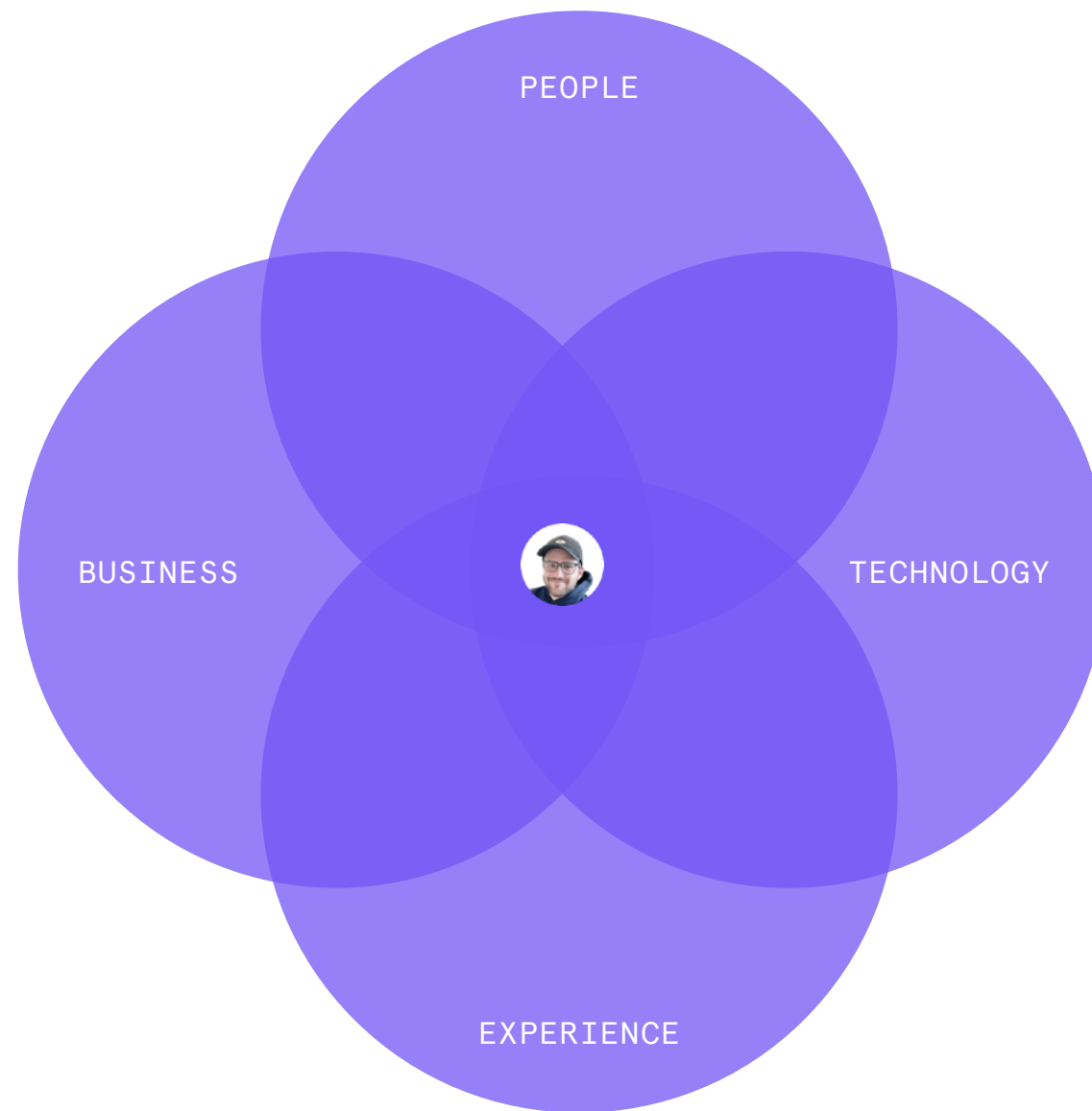
As the team grew, I addressed challenges like stagnant career growth and unproductive critique practices. By implementing effective processes, I contributed to a remarkable 36% improvement in our engagement score.

- ROLE

Primary Contributor
- COLLABORATORS

VP Product & Design, Design Lead Manager





Work Samples



0 → 1

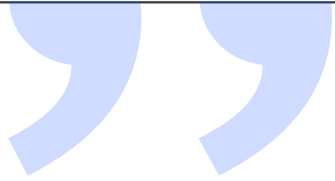


✦ AI



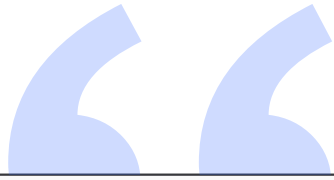
90%

Helping customers take control of sprawling sustainability disclosures



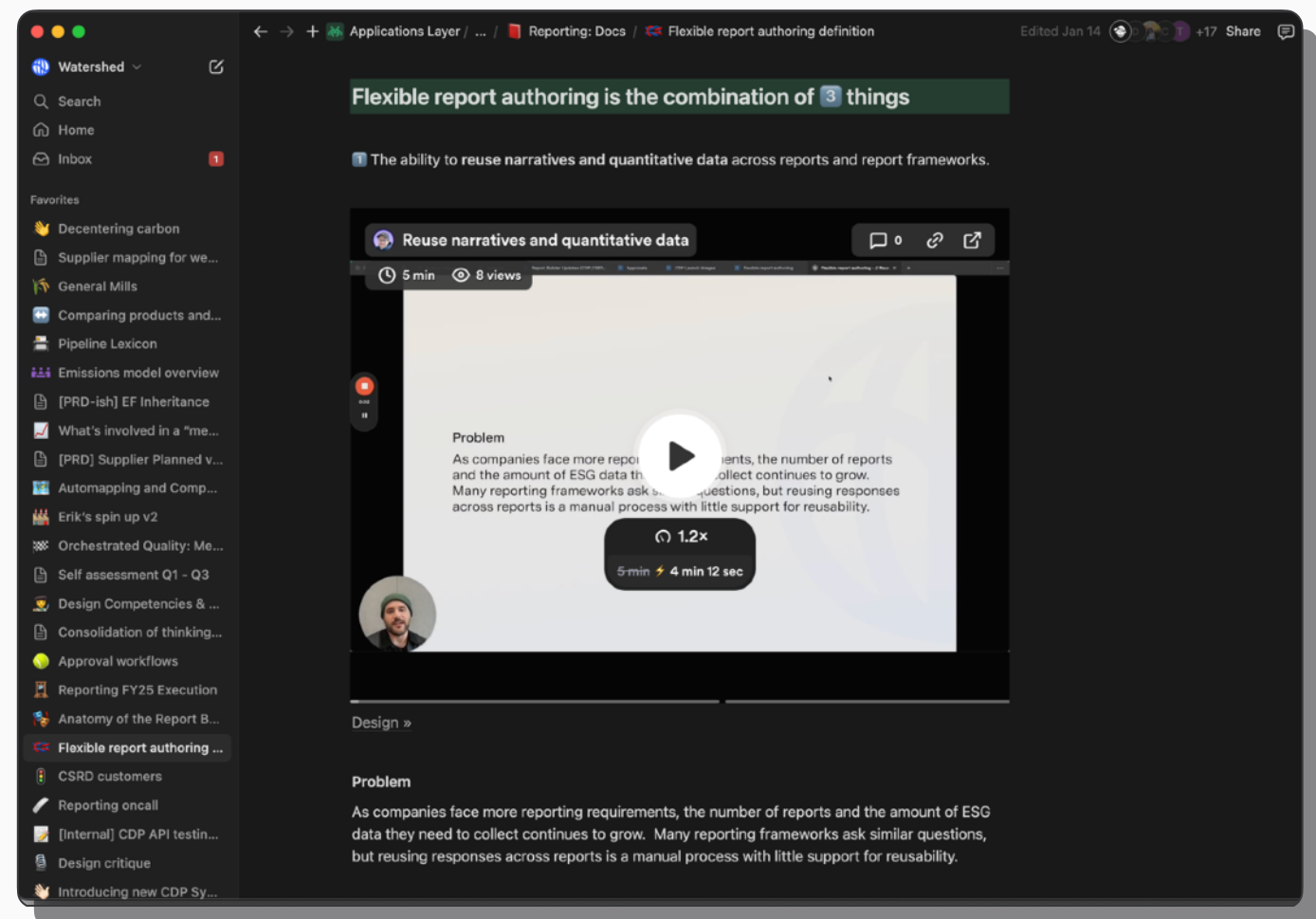
Today, the Watershed reporting product is not well set up to help customers respond to the growing number of sustainability reporting requirements.

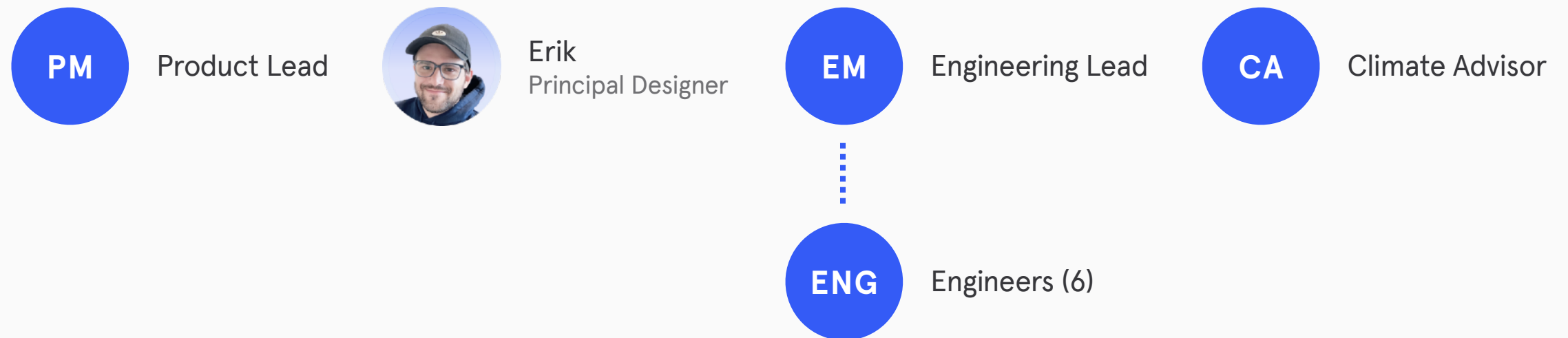
Product brief

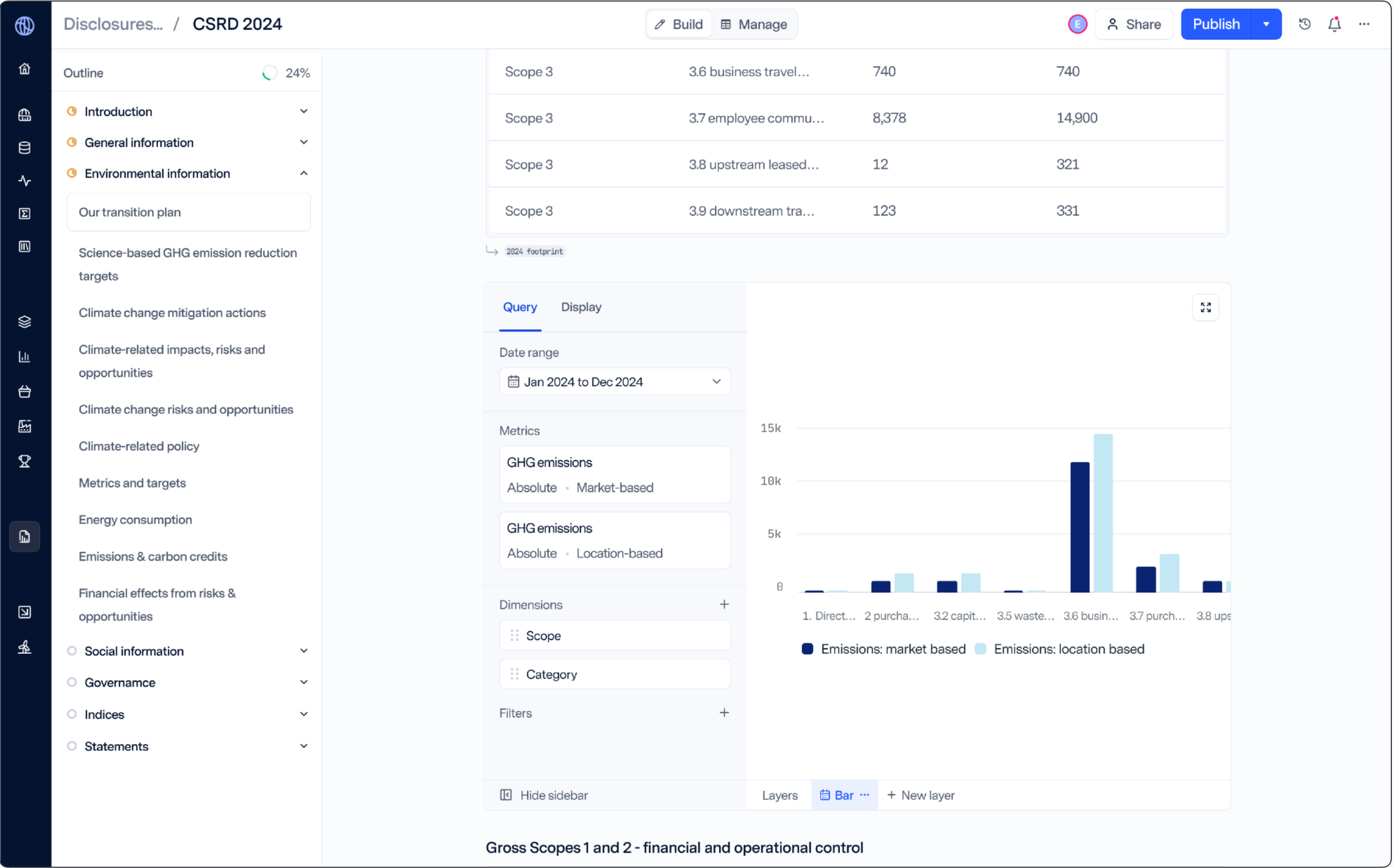


Authoring the product brief

Design *is* product management! I played a key role in shaping the product roadmap by writing product briefs that kept us aligned on the right problems to solve for the right customers.







1 / 43

Primary

3 VARIANTS

ENT - Switzerland (1...)

ENT - Dubai (3134)

ENT - Australia (134)

Disclosure of transition plan for climate change mitigation

Our transition plan for climate change mitigation focuses on reducing greenhouse gas (GHG) emissions, increasing energy efficiency, and transitioning to renewable energy. We aim to reduce our GHG emissions by 50% by 2030, with a long-term goal of achieving net-zero emissions by 2050. [In Switzerland, we are working closely with local partners to optimize our supply chain and reduce emissions through Swiss-certified renewable energy sources like hydroelectric power. To achieve these goals, we are optimizing our operations, upgrading equipment, and integrating more sustainable processes.](#) We are also investing in solar and wind to power our facilities. Additionally, we plan to collaborate with local partners to reduce emissions across our value chain. Regular progress updates will be provided to ensure transparency and accountability as we work towards these goals.

Added by Shawn Ingram
Aug 22, 2024

212 / 7000

DetailsGuidanceInsights

Status

In progress

Assignee(s)

S

Shawn Ingram

Approver(s)

B

Bryan Cervantes Jr

Approved

K

Kai Guy

Approved

T

Ted Danson

Waiting...

Supporting evidence

supporting-evidence_really_long_name.xlsx

supporting-evidence_docx.pdf

Notes

Add a message...

Manage answers across reporting frameworks

Watershed

Home

Network tasks4

Measure

Measurements

Datasets

Activity data

Emissions factors

Footprints

Analyze

Overview

Drilldown

Products & materials

Supply chain

Benchmarks

Report

Disclosures & reports

ESG metrics

Plan

Reduction plans

Marketplace

Disclosures... / Framework library

+ Custom framework

Filter

3 topics · 24 questions

SB 261

Disclose climate-related financial risk and measures adopted to reduce and adapt to that risk

A Amy Lyn

4 topics · 43 questions

Swiss climate disclosure

Climate-related framework in line with the recommendations of the Swiss climate disclosure.

E Erica Victoria

14 topics · 104 questions

Corporate Sustainability Reporting Directive (...)

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

10 topics · 152 questions

Climate Disclosure Project (CDP)

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

2 topics · 43 questions

Streamlined Energy and Carbon Reporting (S...)

Climate-related financial risk disclosures for investors, banks, companies, and other stakeholders.

Watershed

8 topics · 143 questions

International Sustainability Standards Board (...)

Sustainability-related financial disclosure standards to help investors assess companies' sustainability...

Watershed

10 topics · 152 questions

Sustainability Accounting Standards Board (...)

Industry-based sustainability disclosures about risks and opportunities.

Watershed

1 topics · 12 questions

UK Tender

Required carbon disclosure for businesses bidding for UK government contracts.

Watershed

Create templates for all of your sustainability disclosures

Watershed

Home

Network tasks4

Measure

Measurements

Datasets

Activity data

Emissions factors

Footprints

Analyze

Overview

Drilldown

Products & materials

Supply chain

Benchmarks

Report

Disclosures & reports

ESG metrics

Plan

Reduction plans

Marketplace

Disclosures... / Framework library / Swiss climate disclosure

Create report

Add

4 topics · 43 questions

Swiss climate disclosure

Climate-related framework in line with the recommendations of the Swiss climate disclosure.

Filter

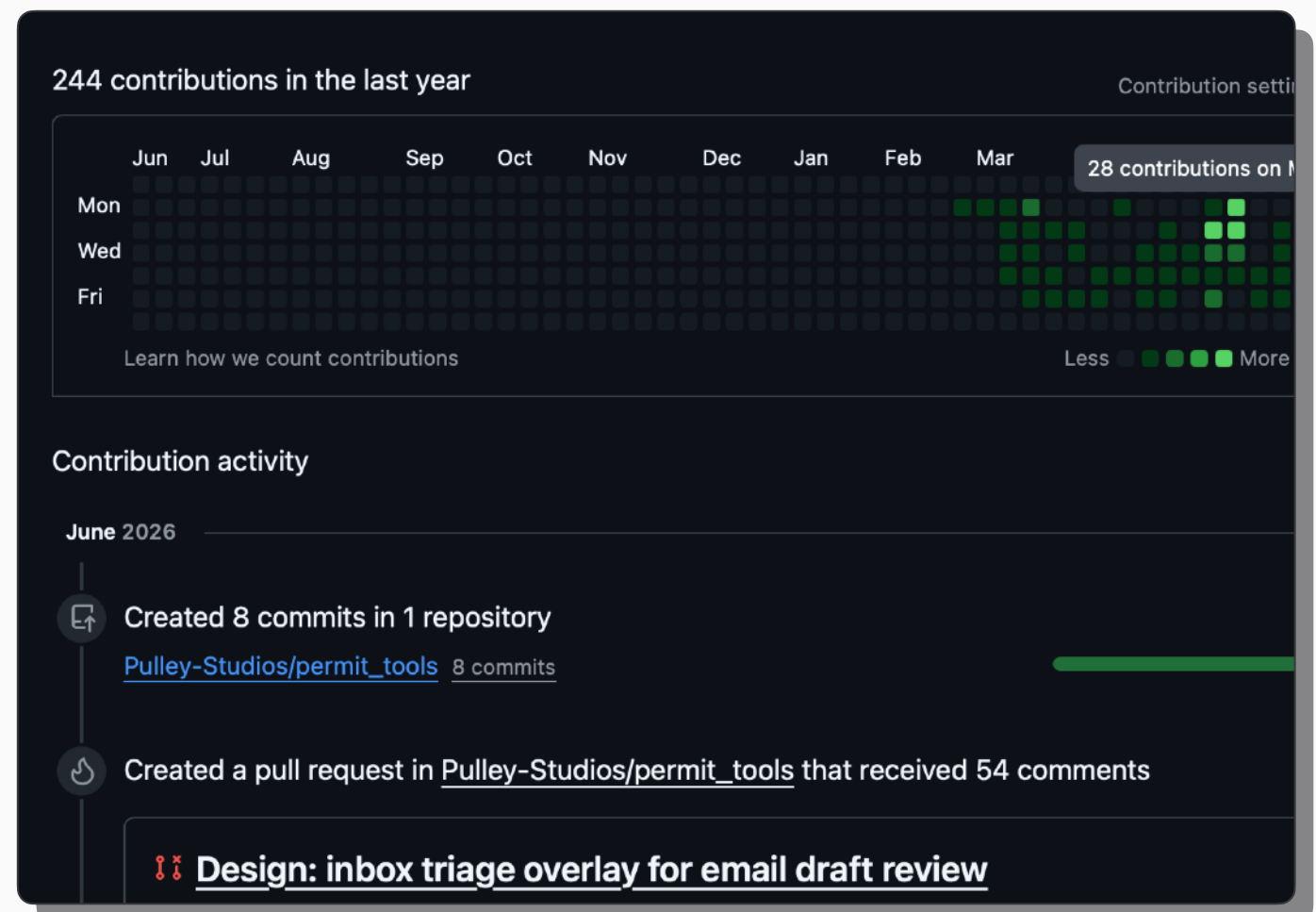
Question	Related metrics	Related questions
Due diligence (2)		
S-1 Does the company have a policy on child labour for their supply chain oper...	2	ESRS S1-C3
S-2 How does the company assess and manage risks related to climate change...	2	ISSB S1-32 CDP 4.4 TCFD 5.32
Environmental (3)		
S-3 Direct greenhouse gas (GHG) emissions (Scope 1)	2	ESRS S2-32 CDP 7.5 TCFD 5.32 +4
S-4 Direct greenhouse gas (GHG) emissions (Scope 2)	1	ESRS S2-32 CDP 7.25 ISSB S2-36a +4
S-4 Direct greenhouse gas (GHG) emissions (Scope 3)	1	ESRS S2-32 CDP 7.25 ISSB S2-36a +4
Scenario analysis and stress testing (6)		

Understand the interoperability of different report questions

Helping Pulley Studios customers cut through permitting bottlenecks

244+ contributions to the product

I shipped directly into Pulley's codebase, including Command Center, the AI agent inbox permit ops teams use to triage and act on their work. It's a different way of working when you move straight into code.



P

Permitting

All projects130

Researching6

Ball-in-court

Calendar

Pathfinder

Tasks

All tasks12

Metrics

Organization

Pathfinder guides

2

6

Get Pathfinder for pre-permit research

Get permit-ready insights for any location, with zoning details, required permits, fees, and realistic timelines that support site selection and project planning.

✓ Permits & submittal items

✓ Best/worst-case timeline forecasts

✓ Estimated fees and review steps

Talk to sales

View preview

Your current plan doesn't include Pathfinder.

Preview

Pathfinder Guide

Description

Located in San Francisco, CA. Includes interior demolition of 4,800 square feet to complete the interior remodel of the retail location.

Site & Zoning



Proposed use

RetailNo change

Zoning

Planned use development

Required Permits & Approvals

Permit	Submittal Items
Building permit - Construction drawings - Site plan	Permit application - Construction drawings - Site plan

Timeline

Submission date

Target approval

Neo Dawg

New product discovery for pre-permit research

P

Projects

All projects

Ball-in-court

Calendar

Pathfinder

Tasks

Metrics

Library

Command Center

My tasks14

All tasks

My emails

SOPs

Organization

Command Center > SOPs > Project Manager SOP (Pro Services)

Project Manager SOP (Pro Services)

Live

Generate tasks from Notion

Deactivate

Standardized, step-by-step process for managing Pulley Pro permitting projects through the Pulley platform. Ensures consistency, accountability, and transparency from initiation through permit issuance.

v2.04 • Last saved Mar 21, 2026 9:00AM by Quinn Babcock • [View in Notion](#)

Review the AI-derived tasks below. Save when you're ready. This will update what PMs see on their next triage run.

Save to pipeline

Discard

Implied tasks11

Research2

Task	Trigger	
P1 Research AHJ requirements	Project is dispatched to PM	▼
P2 Schedule kickoff meeting	Project is dispatched to PM	▼

Submittal prep4

Task	Trigger	
P0 QA & submit to AHJ	ALL customer submittal items are complete (zero pending). Submission status must be "Collecting", NOT "Submitted"	▼
P1 Follow up on overdue submittal items	Required submittal items remain incomplete AND the target submit date or resubmit due date is past	▼
P2 Follow up on pending submittal items	Required submittal items remain incomplete AND the target submit date or resubmit due date is within 7 days (but not yet past)	▼
P3 Follow up on not-started submittal items	ALL required submittal items are incomplete (zero complete) AND the target submit date or resubmit due date is 7–14 days away	▼

Comments2

Task	Trigger	
P0 Distribute AHJ comments to customer	Comments received and not yet distributed	▼
P2 Follow up on comment response items	Comment response items outstanding >2 days	▼

✦ Command Center derives prioritized tasks from configurable SOP rules and triggers

×

Review AHJ status change

Dismiss

Approve status change

Project (PMDG) Chase Mathilda - Sunnyvale, CA

AHJ City of Sunnyvale

Record SUN-2024-00847

First submission

Status change detected

Open approval details

Current status

Preparing

Last updated Apr 28, 2026

→

Proposed status

In Review

In Plan Review maps to In Review

Portal screenshot

1/2

100%

Portal capture (May 3, 9:30AM)

Portal capture (May 1, 9:30AM)

E-OneStop Internal Portal

My Queue

All Permits

Reports

Settings

City of Sunnyvale, CA

Sarah Chen

SC

Search permits, addresses, applica

My Workload

PENDING

8

IN REVIEW

5

CORRECTIONS

3

APPROVED

42

STATUS

Pending Review

8

In Review

5

Corrections Needed

3

Approved

42

Pending Review

8 permits awaiting initial review

Building ×

Priority: High ×

Clear filters

Export

Sort: Date ↓

SUN-2024-00847

IN PLAN REVIEW

Building - New Single Family

1245 Grape Avenue, Sunnyvale, CA 94087

Submitted: May 2, 2026

Applicant: Bay Area Construction Inc.

Priority: High

Value: \$850,000

BLD2026-0427

SUBMITTED

Building - Kitchen Remodel

582 E. Fremont Avenue, Sunnyvale, CA 94087

Submitted: May 1, 2026

Applicant: John Martinez

Priority: Medium

Value: \$45,000

BLD2026-0428

PENDING REVIEW

PERMIT DETAILS

Type

Building - New Single Family

Subtype

New Construction

Parcel (APN)

205-32-045

Project Valuation

\$850,000

Square Footage

2,850 sq ft

APPLICANT INFORMATION

Company

🚀 Command Center detects jurisdiction status changes, eliminating manual portal checks



Tell us about your project

We'll use the details you give us to fill out intake

Address

Where is your project?

1450 S Kingston St Reno, Nevada 89439

Edit

Project description AI

Tell us about the exact scope of work, or whatever notes you have to describe the project

Ground-up warehouse. 45,000 sq ft tilt-up. New water and power service, 10 dock doors, office mezzanine 5,000 sq ft. Plan 6 EV chargers. No existing structures.



Construction_plan_file...pdf X

Insert example ▾

Next Enter ↵

Skip & fill out manually S

 Pulley translates project details into scope, getting projects into research sooner

Helping  customers understand
and trust their product analytics data

90% increase in product implementation through streamlined onboarding and improved developer experience



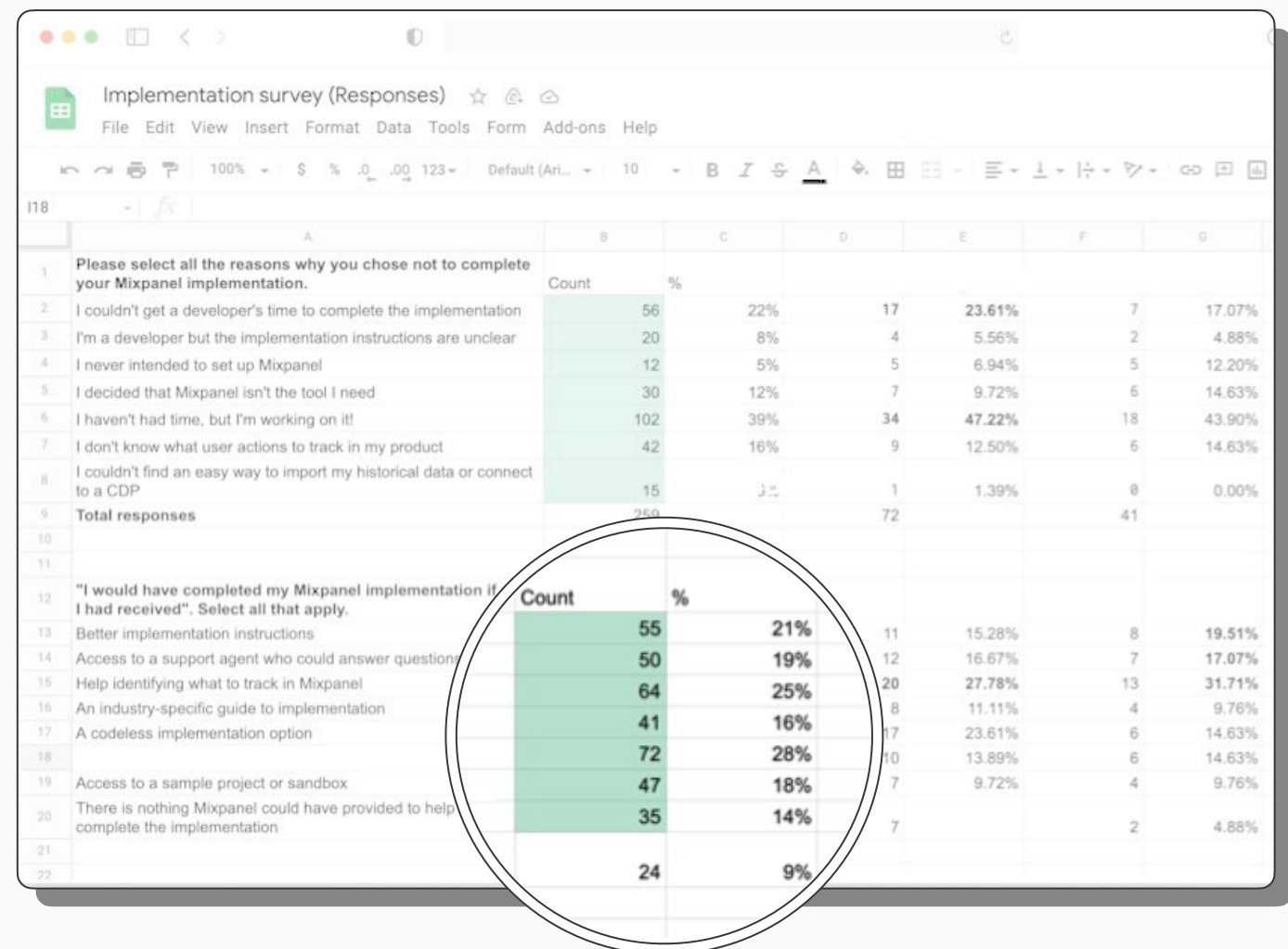
Customers need a better way to understand which events are newly implemented. It's hard to use the product when you have to sift through old and irrelevant data.

Customer Success Team

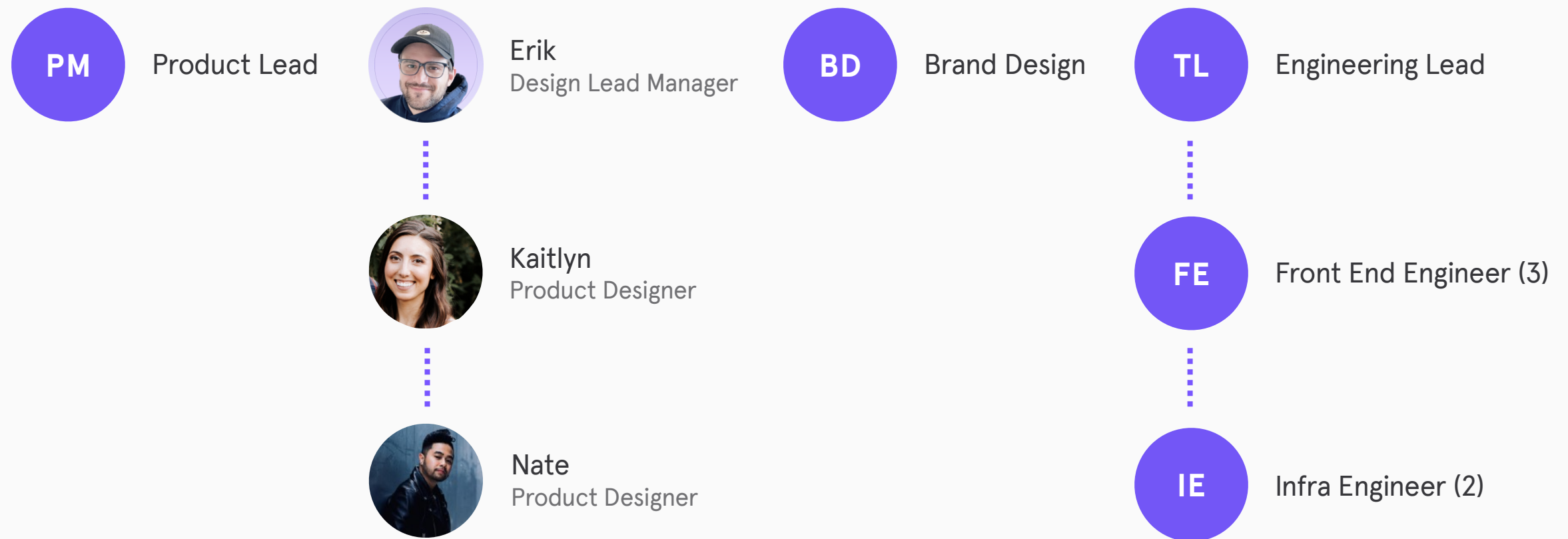


Learning from new users

We reached out to users who signed up but hadn't sent data to Mixpanel within 7 days. The goal was to understand the “why” behind users’ decision not to use Mixpanel and focus our efforts during product development.



	A	B	C	D	E	F	G
1	Please select all the reasons why you chose not to complete your Mixpanel implementation.						
2	I couldn't get a developer's time to complete the implementation	Count	%				
3	I'm a developer but the implementation instructions are unclear	56	22%	17	23.61%	7	17.07%
4	I never intended to set up Mixpanel	20	8%	4	5.56%	2	4.88%
5	I decided that Mixpanel isn't the tool I need	12	5%	5	6.94%	5	12.20%
6	I haven't had time, but I'm working on it!	30	12%	7	9.72%	6	14.63%
7	I don't know what user actions to track in my product	102	39%	34	47.22%	18	43.90%
8	I couldn't find an easy way to import my historical data or connect to a CDP	42	16%	9	12.50%	6	14.63%
9	Total responses	259		72		41	
10							
11							
12	"I would have completed my Mixpanel implementation if I had received". Select all that apply.						
13	Better implementation instructions	Count	%				
14	Access to a support agent who could answer questions	55	21%	11	15.28%	8	19.51%
15	Help identifying what to track in Mixpanel	50	19%	12	16.67%	7	17.07%
16	An industry-specific guide to implementation	64	25%	20	27.78%	13	31.71%
17	A codeless implementation option	41	16%	8	11.11%	4	9.76%
18	Access to a sample project or sandbox	72	28%	17	23.61%	6	14.63%
19	There is nothing Mixpanel could have provided to help complete the implementation	47	18%	10	13.89%	6	14.63%
20		35	14%	7	9.72%	4	9.76%
21							
22		24	9%				



Mixpanel P3

Search Boards & Reports (⌘+K)



Live View

Search events

ConfigureEdit Columns • 6Export

Live Feed

Event	Timestamp ↕	Browser	City	Country	Device
Viewed report	2021-03-23 11:58:41PM	Chrome	San Lorenzo	Argentina	iPhone ▶
Viewed report	2021-03-23 09:42:09PM	Chrome	San Lorenzo	Argentina	iPhone
Viewed report	2021-03-23 07:15:33PM	Chrome	Torrance	Argentina	iPhone
Viewed report	2021-03-23 05:03:20PM	Chrome	Newport Beach	United Kingdom	iPhone
Viewed report	2021-03-23 05:02:16PM	Chrome	Phoenix	United States	iPhone
Viewed report	2021-03-23 05:01:16PM	Safari	Los Angeles	United States	iPhone
Viewed report	2021-03-23 05:02:16PM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-23 05:02:16PM	Chrome	Torrance	United States	iPhone
Viewed report	2021-03-23 05:02:16PM	Chrome	London	United Kingdom	iPhone
Viewed report	2021-03-23 05:01:16PM	Chrome	Phoenix	United States	iPhone
Viewed report	2021-03-23 05:01:11PM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-23 04:22:48PM	Firefox	Los Angeles	United States	iPhone
Viewed report	2021-03-23 04:11:41PM	Firefox	San Diego	United States	iPhone
Viewed report	2021-03-23 04:10:28PM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-23 02:44:51PM	Chrome	Torrance	United States	iPhone
Viewed report	2021-03-23 12:36:12PM	Safari	Los Angeles	United States	iPhone
Viewed report	2021-03-23 12:22:03PM	Firefox	Los Angeles	United States	iPhone
Viewed report	2021-03-23 12:11:03PM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-23 09:22:48AM	Chrome	Los Angeles	United States	iPhone
Viewed report	2021-03-22 07:59:23AM	Chrome	San Diego	United States	iPhone
Viewed report	2021-03-21 07:59:11AM	Chrome	Torrance	United States	iPhone

Event Details

EVENT PROPERTIES

PrettyRaw

App version

3.2.4

ARR segment

100-200

of cohorts

-

3-month Pricing Plan Experiment

Matt Smith

Browser

Chrome

City

San Lorenzo

Device

iPhone

Experiment bucket

A

Logged-in

true

MTU | Events Plan Value (ARR)

43,345

Nav source

3

Org Name

Uber Technologies

Source Request ID

4

Plan type

Growth

Project ID

948

Screen size

390x844

Session ID

session_18723_042

Tax

False

Timezone

America/Argentina/Buenos_Aires

Unique ID

3132932ube1_13

 Munkhbileg Natsagdorj

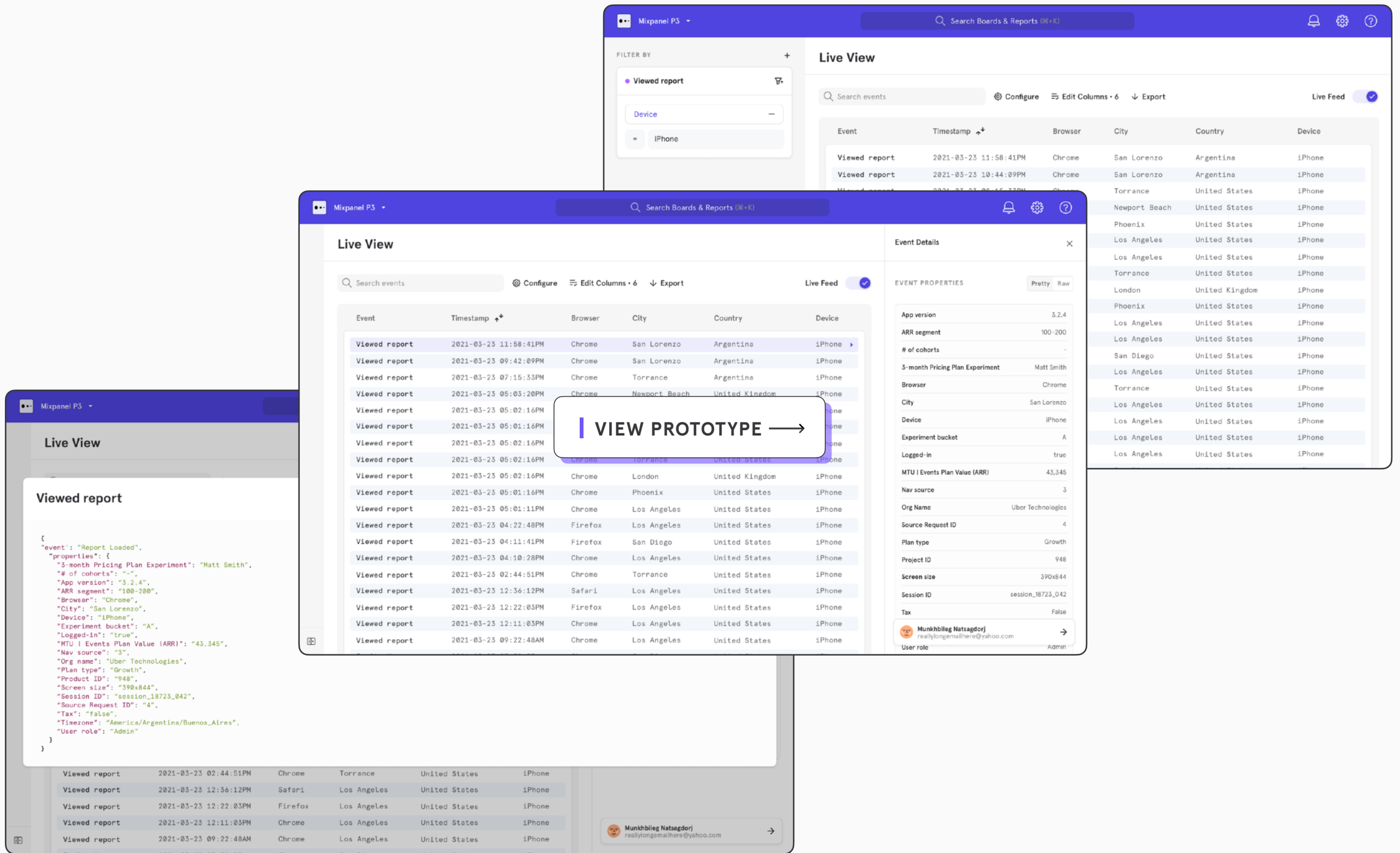
reallylongemailhere@yahoo.com

→

Usage key

False

Live data feed gives users a real-time view of their defined events



Mixpanel P3

Search Boards & Reports (⌘+K)



Tracking Debugger

Live Feed ☐

Export

Copy

Search

Filter

☐ Track

☐ Identify

☐ Alias

Apply

● TRACK	Viewed report	2021-05-10 07:59:23
● TRACK	Report Loaded	2021-05-10 07:59:23
● TRACK	View pricing page	2021-05-10 07:59:23
● TRACK	[Onboarding] View Get Started	2021-05-10 07:59:23
● IDENTIFY	Company	2021-05-10 07:59:23
● IDENTIFY	project_id	2021-05-10 07:59:23
● IDENTIFY	project_data_view	2021-05-10 07:59:23
● ALIAS	2348323, 33221834	2021-05-10 07:59:23
● TRACK	[imp-query-builder] Add event	2021-05-10 07:59:23

1 {

2 "event": "Report Loaded",

3 "properties": {

4 "[Community] Email": "109",

5 "[Community] Login": "Matt Smith",

6 "[Community] Primary Role": "Chrome",

7 "[Lexicon]# of Descriptions": "San Francisco",

8 "# of cohorts": "United States",

9 "Account Value (ARR)": "Android",

10 "age": "3",

11 "Billing: credit IDs": "www.url.com/#23",

12 "Organization Name": "PoorJones",

13 "Source Request ID": "16",

14 "Billing: paid plan types": "3",

15 "Chrome Version": "contract",

16 "CSM": "Mark Johnson",

17 "Events Billing Cycle": "true",

18 "Organization ID": "1",

19 "Organization Name": "name",

20 "Origin": "true",

21 "People Billing Cycle": "false",

22 }

23 }

Developer tools to understand and fix the implementation

Highlighting our success story

At a company all-hands meeting, our group was acknowledged as a model for success in the past quarter and praised for our customer problem-solving approach going forward.

RESULTS

Avg # of Crunchbase orgs sending data for the first time rose **95%** post-launch

80% of feedback on Dev Docs positive

Q1 & Q2 Highlight Reel

Implementation V1

- Avg # of crunchbase orgs sending data for the first time rose **95%** after June 1st
- **80%** of feedback on Dev Docs positive
- Sessions where user viewed the developer docs and then contacted support has dropped from **0.9%** → **0.6%**

Startup Credits Updates

- Accounts claiming credits went from **9%** → **29%** (**17%** → **56%**)
- Navigated first batch of accounts rolling off of credits without any major blowups

Free Public Dashboards

- **345** Accts have enabled public dashboards, **>400** public dashboards viewed per day
- **8** Signups via Public Dashboards so far

Improvements to CC Failure

- **158** accts successfully updated cc info
- Support tickets flat
- **8%** of accounts that Edit Billing Rerun Payment

👏 Let's make something great together