



EXPERTISE

- Founder
- Strategic Advisor & Partnerships
- Product/ Program Management
- AI, Spatial & XR
- Computer Vision
- Spatial Computing
- (UI/ UX/ Prototyping/ Product Design)
- Global Team Leadership
- Brand Management
- Startup Mentor
- AI Vibe-Coding
- VR/ AR Pioneer
- Public Speaker

EXPERIENCE

Founder

SPATIAL FEATURE | (San Diego, CA) | February 2023 to present

Founded and led a customer-focused, data-driven product and design consultancy providing product management, strategic advisory, and executive mentorship to venture capital firms, startups, SMBs, and enterprise organizations. Leveraged a deep partner network across hardware, software, platform providers, and system integrators to connect companies for strategic partnerships, integrations, and go-to-market collaboration. Specialized in manufacturing, gaming, industrial, marketing, training, and wellness use cases across mobile, web, wearables, head-mounted, and XR platforms.

- Designed and integrated hundreds of XR solutions (VR, AR, MR, CV, and AI) into enterprise workflows to improve productivity, training effectiveness, and human connection.
- Delivered geospatial, aerial, LiDAR, and terrain-scanning solutions supporting spatial computing, digital twins, and immersive 3D environments.
- Led spatial UI/UX strategy, design systems, and usability research for XR applications and platforms.

Startup Mentor/ Tech Advisor

UCSD - The Basement | (San Diego, CA) | August 2023 to September 2024

Worked with student entrepreneurs and University of California San Diego faculty as mentor/ tech advisor for startups in the UCSD The Basement incubator and MAVERIC Studio (dedicated to mixed, augmented and virtual reality, drones and robotics projects).

XR HUB, Sr. Program Manager

META (contract) | (San Diego, CA) | December 2022 to April 2023

Played a key role in the design, integration, and enterprise rollout of XR (VR, AR, MR) experiences across Meta's internal platforms, improving workforce productivity, collaboration, and human connection at scale. Operated at the intersection of product, design, engineering, and operations to deliver high-quality immersive solutions across multiple business functions.

- Managed and coordinated dozens of XR initiatives in parallel across learning & development, industrial enterprise, training, and workplace wellness use cases.
- Drove end-to-end experience quality by reviewing, iterating, and approving UX, spatial UI, and 3D design deliverables to ensure consistency and usability across all XR programs.

Digital Reality Manager

DELOITTE DIGITAL (contract) | (San Diego, CA) | April 2022 to November 2022

Provided strategic and technical leadership supporting government and commercial clients defining business objectives, developing proposals, and winning XR-focused engagements. Partnered closely with stakeholders to shape solution architecture and lead delivery of immersive applications, concept to launch.

- Led a distributed, cross-functional team to design and deliver a metaverse application for a professional sports organization, utilizing advanced 3D pipelines, game engines, and avatar systems.
- Drove collaboration across global teams, aligning design, engineering, and production to consistently deliver projects that exceeded client and partner expectations.
- Contributed hands-on expertise across storyboarding, spatial UI/UX design, and production management to ensure cohesive, high-quality outcomes.

Director of Product Management, Vuforia Engine Augmented Reality SDK

PTC/ VUFORIA | (San Diego, CA) | November 2016 to April 2022

Led product strategy and execution for the world's most widely adopted computer-vision-based AR platform, guiding a global, cross-functional Agile team delivering enterprise-grade and developer-facing innovations. Owned end-to-end product vision, roadmap, and feature delivery while driving deep collaboration with a broad ecosystem of hardware & platform providers, and software partners.

- Directed development of advanced AR capabilities leveraging AI neural networks, cloud services, spatial computing, SLAM, and computer vision.
- Built and maintained strategic integration partnerships across devices, SDKs, and platforms to accelerate adoption and ecosystem growth.
- Delivered 12 consecutive quarters of revenue growth by shipping differentiated, market-leading features to a global developer and enterprise customer base.

Sr. Creative Digital Solutions, Augmented and Virtual Reality

DASSAULT SYSTEMES | (Detroit, MI) | February 2015 to November 2016

I played a key role in the success of leading VR/AR digital applications, specializing in developing visualization software, solutions, and CGI services for high-end 3D real-time experiences.

- Designed and managed innovative applications for some of the most prominent manufacturers in industries such as automotive, aerospace, industrial, high tech and CPG.
- Leveraged latest software and hardware to deliver the most creative and forward-thinking solutions for customers.



LinkedIn



Portfolio

Education

LAWRENCE TECHNOLOGICAL UNIVERSITY

Bachelor of Science,
Architecture & 3D Visualization