

## SUMMARY.

Experienced leader with innate ability to communicate efficiently. Expertise in print and digital design, interactive media, 360 campaigns, and art direction. Ability to quickly dive in and adapt to brand nuances for successful project execution. Skilled in mentoring junior designers and effectively communicating with senior management and stakeholders.

## WORK EXPERIENCE • IN-HOUSE •

### DIRECTOR OF CREATIVE & CONTENT STRATEGY • Happy Brands

AUGUST 2023 - MARCH 2024

- Led the creative strategy and execution of seasonal mood boards, providing creative direction with a conceptual outlook
- Developed innovative strategies to drive brand engagement and loyalty through creative content campaigns that resonated with target audiences and aligned with the company's brand values
- Partnered with cross-functional teams to ensure creative and content strategies align with business objectives and drive measurable results for the company
- Oversaw the production of all creative assets, including photoshoots, videos, paid ads, and marketing collateral, ensuring on time, within budget, and highest quality deliverables
- Directed, coached and motivated creative team members, leading to high performance and autonomy

### ART DIRECTOR • ONE/SIZE Beauty

MARCH 2023 - MAY 2023

- Implemented a new project management flow, request and input system, streamlining the project process from requester to designer
- Directed and mentored a design team, including a visual merchandising designer, senior designer, video editor and project manager
- Increased company revenue and click through on digital marketing campaigns by elevating overall look and feel of creative assets

### CONTRACT ART DIRECTOR • VitaHustle by Kevin Hart

DECEMBER 2022 - FEBRUARY 2023

### SENIOR ART DIRECTOR • Telescope

JUNE 2021 - DECEMBER 2022

- Directed, designed, coordinated and produced award winning custom digital and interactive campaigns for brands such as VOGUE, The Met Gala, VS PINK, American Idol, The Oscars, WNBA/NBA, etc
- Operationally managed, reviewed and prioritized design requests with designers to deliver high-quality work promptly
- Partnered with the marketing team to develop innovative strategies that aligned with the company's overall branding and messaging goals, ensuring a cohesive and impactful visual presence in the market

### CONTRACT WEB DESIGNER • Guthy Renker

MAY 2021 - JUNE 2021

### ART DIRECTOR • Bellami

JUNE 2020 - MARCH 2021

- Achieved exponential revenue growth through creative digital and social marketing campaigns
- Curated cost-effective projects, delivering design assets on schedule and within budget through strategically fostered vendor partnerships
- Established innovative design & promotional strategies in accordance with Vice President of Marketing's directives
- Fostered a culture of collaboration and ideation amongst designers while driving team motivation
- Revived stakeholders' web assets by persuading top management not to settle for inferior artwork previously considered "good enough"

## WORK EXPERIENCE • IN-HOUSE •

### DESIGN MANAGER/SENIOR DESIGNER • Too Faced Cosmetics

AUGUST 2019 - JUNE 2020

- Managed a team of 5 designers and ensured the desired results throughout creative process & approvals with company Founder
- Developed innovative and trendsetting design concepts that resonated with Too Faced's target market, ensuring brand consistency and competitive edge in the cosmetics industry
- Led brainstorming sessions with the design team to generate fresh and original ideas that pushed the boundaries of creativity, setting Too Faced Cosmetics apart in the competitive cosmetics market

### INTERIM ART DIRECTOR/SENIOR GRAPHIC, EVENT & DIGITAL DESIGNER • PRAVANA

OCTOBER 2015 - AUGUST 2019

- Implemented an effective & efficient workflow between cross functional teams to ensure project deadlines were met
- Spearheaded annual Show Us Your VIVIDS contest campaign, including: creative conceptualization, art direction, event planning, vendor sourcing, booking & coordination, production & execution of all assets for social, print, web design & development as well as execution of Live Winner Announcement Event
- Coordinated, casted & directed both model and product photoshoots for 360 campaigns
- Lowered per project costs and ensured under budget delivery of creative assets by building and maintaining strong vendor relationships
- Conceptualized and executed innovative visual designs that elevated brand presence across multiple platforms, ensuring a cohesive and engaging brand experience for PRAVANA's target audience

### SENIOR GRAPHIC, EVENT & DIGITAL DESIGNER • Back At You Media

JULY 2013 - OCTOBER 2015

- Implemented a new workflow between design & sales teams leading to significantly increased productivity across both teams
- Orchestrated the design and art direction for company rebranding & website
- Built, managed & maintained relationships with clients to ensure 100% client satisfaction

### GRAPHIC & WEB DESIGNER • Art, Signs, & Graphics

FEBRUARY 2013 - JULY 2013

- Designed, built, and maintained new company website redesign
- Designed print collateral for television/movie studios, adhering to specific art direction and brand specs

### GRAPHIC AND WEB DESIGNER • Skyline Displays

SEPTEMBER 2006 - SEPTEMBER 2010

- Conceptualized, designed & rendered large format graphics & collateral for experiential design and trade show displays
- Combined various media types (fabric, plexi, etc) to bring client's ideas to life, within budget

## SKILLS •

Creative Direction, Strategic and Critical Thinking, Leadership, Communication, Teamwork, Problem Solving, Time Management, Project Management, Developing Creative Standards, Exhibit & Event Design, Branding & Identity, Photo Retouching, 360 Campaigns

## TOOLS •

Adobe Suite (Photoshop, InDesign, Illustrator), Sketch, Figma, Invision, Slack, Asana, Wrike, Hive, Jira, G Suite, Microsoft Office, Sendgrid, Dropbox, Squarespace, MailChimp, Zoom, Microsoft Teams

## EDUCATION •

PITTSBURGH TECHNICAL INSTITUTE  
GRAPHIC DESIGN

THE ART INSTITUTE OF CALIFORNIA  
WEB DESIGN & INTERACTIVE MEDIA