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Leader in Innovative Brand Design and Creative Direction

Recognized for excellence in leading creative projects from ideation to execution while motivating teams to think strategically and work collaboratively to elevate brands, communications, and design systems across multi-platform digital and physical experiences.

Proven expertise in shaping and guiding the development and evolution of brand language across product and marketing initiatives. Partner with key stakeholders to ensure that the brand is integrated into the core of the product experience. Align product and brand experiences to cultivate a consistent customer experience across all touch points. Play a key role in defining style and identity in collaboration with marketing to ensure that the evolved brand is rolled out consistently across all markets. Present comprehensive design solutions to executive leadership, client stakeholders, product management, brand, marketing, and engineering teams to drive successful implementation of the new brand. Translate business needs into compelling customer-focused solutions through the ability to visualize experiences in the abstract and translate them into tangible design deliverables.

Areas of Expertise

Adobe Creative Cloud
Advertising & Marketing Campaigns
Art Direction
Brand Architecture
Brand Strategy
Brand Development
Branding & Identity
Competitor Audits
Corporate Identity & Logo Design
Copywriting Brand Tone & Voice
Conceptual Development
Creative Strategy
Client Presentations & Pitches
Design Systems

Digital Media / Marketing
E-commerce
Graphic Design
Iconography / Icon Systems
Interaction Design
Market Research & Industry Trends
Motion / Animation Direction
Needs & Performance Analysis
Product design (mobile apps)
Packaging Design (CPG)
Production mechanicals
Product road-mapping
Photo Editing / Retouching
Retail Environments & Displays

Responsive Web Design
Social Media Marketing
Signage & Wayfinding Systems
Storyboarding
Staff Mentorship & Goal-Setting
Team Management
Typography & Type Design
Usability & Product Testing
UX User Experience
UI User Interface design
Video Production
Wireframing
WordPress
Web / App Prototyping

Achievements

As an Associate Creative Director for VSA Partners, played a key role in a transitional time for IBM, supporting both a change in CEO (Ginni to Arvind), company restructuring (branch-off of Watson Health), and support for the IBM Sales Team when the global pandemic forced their workforce to work remotely. Contributed to 6+ new client pitches that successfully converted to paid engagements.

As Lead Visual Designer for Method, Inc., integral in scaling a 6-month digital project and team into the company's first multi-year, multi-million dollar retainer relationship, resulting in the launch of an omnichannel framework for digital ordering for McDonald's restaurants worldwide, which serves 70 Million customers daily in over 100 countries. Since the launch of McDonald's mobile ordering app, it remains ranked the #1 Food & Drink app in Apple's App Store with a rating of 4.8 stars with over 2.1M ratings.

As the Brand Director for Yahoo!, Accelerated the Yahoo! rebrand launch from the original 12-month timeline to 8 months. Vital in building communications between marketing, ad sales, mobile product, and desktop teams to inform decisions.

As a Senior Designer for JDK Design, managed several client work streams simultaneously, while collaborating across strategy, account, and production between JDK offices in BTV, NYC, and PDX. Facilitated a successful brand workshop for Woolrich and designed an award-winning trade show booth for their brand re-launch at the Winter Outdoor Retailer tradeshow in Salt Lake City, UT.

Professional Experience

Associate Creative Director, August 2019 - September 2022

VSA Partners, New York, NY

Originally hired onto the IBM account, my role at VSA bridged brand and digital teams to create tools and communications vital to IBM's global sales enablement team. As ACD, I led and managed teams across design and production to produce various marketing comms for VSA's clients. My role also interfaced with the VSA executive leadership team to assist in business pitches, establish the project vision, and work with managers to define processes and scope to create actionable workstreams while maintaining a high-quality level for all work.

- Defined the next chapter of IBM's Watson Health by developing a new brand and identity for Merative to create a strategy, voice, and vision, building a system of expression, including a new website and materials for broadcast, social, tradeshow
- Spearheaded creative on IBM's internal promotional campaign to educate and promote IBM's new public cloud offering for IBM's Cloud sales team
- Assisted in the layout, design, and production of IBM's 2019 and 2020 annual reports (print and digital)
- Assigned to the COVID-19 response team for IBM, rapidly developing remote sales communications (IBM efforts amidst a global pandemic) for IBM remote sales teams.

Lead Visual Designer, March 2014 - November 2017

Method, Inc., New York, NY

Defined, directed, and designed new experiences to bring McDonald's into the digital era. What began with a 6-week redesign of an ordering app prototype expanded to a 3.5-year engagement with the client. This resulted in creating an omnichannel strategic framework, a new digital vision, and a design system for the brand. Our mission was to enhance every customer's experience with the world's largest restaurant by creating new digital products, features, and services.

- Helped build a team of cross-disciplinary designers, personally interviewing and screening 80+ candidates
- Streamlined agile process, working with teams of visual designers, UX, and creative technologists, working iteratively in short-defined sprints to achieve product milestones for both MVP and mature product evolution cycles
- Built a scalable/flexible system of design components through the practice of atomic design to aid adoption and ensure coherence and consistency between channels and across touchpoints
- Advocated for UX fundamentals and the role of the interaction discipline across a wide array of digital displays, technologies, and hardware, taking into account best-of-industry practices to ensure access and inclusivity for a wide range of user age groups and demographics
- Produced low-fidelity click-through prototypes using InVision to quickly validate proposed design solutions

- Transitioned (and trained) the studio from less-optimal design tools and processes (Photoshop and red-line documentation) to Sketch and Sympli; creating more functional design artifacts for offshore developers; increasing productivity and reducing timelines and expense
- Led and participated in critical stakeholder workshops at McDonald's HQ in Chicago to establish a strategic vision for and define the role of the newly established Global Digital Group within the broader organization
- Organized and conducted qualitative and quantitative consumer research groups in both NYC and Chicago to validate product features and test design solutions (analysis and synthesis outputs)

Brand Director May 2013 - November 2013

Yahoo! Inc., New York, NY / Sunnyvale, CA

Supported Yahoo! Inc.'s rebranding under CEO Marissa Mayer's leadership.

- Worked closely with VP Creative Director & SVP to concept and organize presentations for CMO and CEO
- Conducted both a brand audit and competitor research for the internal team
- Became embedded within the various departments (i.e. Desktop, Mobile Product, Marketing, Advertising Sales Team, etc.) to understand the complexities of the environments for the new identity to function
- Managed teams of branding designers in the NYC office and marketing/advertising art directors in Sunnyvale, CA. HQ, all who contributed concepts for the new identity
- Conducted casting, styling, and location-scouting of a multi-day photoshoot in Los Angeles to provide supporting materials for the new identity and upcoming mobile products
- Lead the production of brand guidelines and supporting assets for the new identity

Additional Experience

Creative Director, FourFlightsUp, New York, NY

Freelance Design Director, Giant Spoon, New York, NY

Freelance Design Director, Canary New York, NY

Senior Designer JDK Design, New York, NY

Freelance Designer, Lippincott, New York, NY

Lead Designer, WL2 Studios, New York, NY

Freelance Designer, Desgrippes Gobé, New York, NY

Creative Director, Crew Design, Kent, CT

Education

BFA, Communication Design, The University of Connecticut, School of Fine Arts, Storrs, CT

Summa Cum Laude, 3.43 GPA

Study Abroad, London College of Communication (Formerly London College of Printing)

Awarded a Letter of Distinction for Modern Book Design

Software

Adobe Creative Cloud

Photoshop

Illustrator

InDesign

Apple

Keynote, Logic Pro X

FontLab Studio

Sketch

Figma

InVision

Microsoft

PowerPoint, Word, Excel

Google G Suite

Docs, Sheets, Slides

WordPress

Semlice

Elementor Pro