

## WORK

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ASSOCIATE CREATIVE DIRECTOR  
THOUGHT MATTER / SEP 2022 - PRESENT

- + Built out studio teams by hiring senior directors of strategy, new business, and project management
- + Initiated, established, and managed the creation of the business model and process for strategy, design, new business, and project management
- + Helped write and establish hiring practices
- + Cultivated a well-rounded design team, addressing the needs of individuals
- + Managed the design and development of the company's website
- + Led successful campaigns for NBA 2K and brand identity projects for Manhattan Country School, Think!Chinatown
- + Maintained strong relationships with clients by consistently delivering high-quality work that meets or exceeds their expectations
- + Successfully pitched and won contracts with three billion-dollar brands, demonstrating persuasive communication and presentation skills

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GLOBAL SENIOR ART DIRECTOR  
HINGE / MARCH 2021 - SEP 2022

- + Successfully managed the design and launch of new global Hinge website
- + Art directed and shot the brand's first asset library which is now used across all communication channels globally
- + Revamped the brand's entire approach to photography and capture
- + Spearheaded new work flow processes, folder structures and assignment conventions for brand team

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DESIGN DIRECTOR, VIDEO  
BUSTLE DIGITAL GROUP / JAN 2020 - MARCH 2021

- + Managing video design director for both editorial and branded content across all bdg brands
- + Creating and maintaining workflows across 9 internal brands with both production and edit teams
- + Creating guidelines for graphics, treatment and motion across 9 internal and over 45 external brands

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FREELANCE VISUAL DESIGNER  
HUGE INC. / OCT 2019 - DEC 2019

- + Visual design, brand and identity for Centura Health Hospitals
- + Art Direction, pitch work for Virgin Hotels( New York + Nashville)
- + Art Direction, campaign work for Brooks Running

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SENIOR ART DIRECTOR  
VMG CREATIVE / SEP 2018 - AUG 2019

- + Creative lead on projects for Affinity Group, CVS(Wellway), Peckish, Edie Parker, Brain Gear, and pitches for Belvedere and LVMH Moët Hennessy
- + Managed design and development of websites for Affinity Group and Edie Parker
- + Created rebrand and identity for investment consultancy agency, Affinity Group

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ART DIRECTOR  
AFG / DEC 2018 - SEP 2018

- + Responsible for leading visual direction for all clients, reporting to Executive Creative Dir.
- + Creative lead on creative for Summer's Eve + Simply SE re-positioning, TV, social
- + Creative lead on social and digital creative + strategy for Summer's Eve + Simply SE
- + Co-Creative lead on pitches for Jagermeister, Dentek, Fancy Feast and Fleet

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FREELANCE ART DIRECTOR  
AKQA / MAY 2017 - JULY 2017

- + Drove strategy from conceptualization to execution for Nike/NBA Connected Jersey campaign launch
- + Responsible for guiding creative development for digital, social and experiential
- + Collaborated with internal teams and remote Nike offices/locations
- + Responsible for design + direction of digital/mobile assets
- + Partnered with project planners and producers to manage work-flow and processes

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FREELANCE ART DIRECTOR / SOCIAL  
BOBBI BROWN / 2017

- + Responsible for conceptualizing and executing digital content including social media graphics, campaign images and online banner ads to be used globally in all relevant Bobbi Brown social media channels
- + Managing interdepartmental creative dialogue to ensure that social creative is consistent with linear and digital design language
- + Working with Social Coordinators to develop creative for franchise, program and other promotions a minimum of one week in advance of publish

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FREELANCE DIGITAL ART DIRECTOR  
BLOOMINGDALES / 2016

- + Responsible for evaluating and evolving brand aesthetic while supporting the overall brand direction
- + Responsible for concept and design of marketing initiatives, taking projects from brief to execution
- + Partnered with UX, Site Production and Engineering teams to translate business strategy into creative solutions
- + Partnered with Project Planners and Producers to manage work-flow and processes

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ART DIRECTOR  
BARIO-NEAL 2015

- + Responsible for guiding creative development, pitching and selling
- + Successfully executed experiential activations for Collaborations with Linder NYC and seasonal promotions
- + Creative lead on in-store and location shoots
- + Creative lead on digital and printed materials
- + Creative and concepts for packaging materials
- + Creative consultant for new\developmental pieces

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## EDUCATION

BS Architecture - Temple University 2007-2012