

## SUMMARY

Creative Director & Designer with experience building brands at both large enterprise clients and small start-ups. I combine my passion for innovative ideas with effective leadership to deliver striking, concept-driven campaigns. Committed to exceeding client expectations and enhancing brand identities through strategic design and storytelling.

## WORK EXPERIENCE

### CHEIL ASSOCIATE CREATIVE DIRECTOR – FREELANCE

New York, NY / July 2023 - Present

- Concepted and produced video content (including Times Square video board) for Samsung SmartThings app with Martha Stewart leveraging social trends.
- Developed assets for Samsung's 2024 Paris Olympics campaign, including paid social, email/CRM, and digital media, ensuring brand cohesion across all platforms.
- Produced OOH visuals for the launch of Samsung Galaxy S24 Ultra AI, integrating both environmental design elements and digital storytelling to enhance product visibility.

### SPORTS ILLUSTRATED SPORTSBOOK CREATIVE TEAM LEAD

New York, NY / Nov 2021 - July 2023

- Led a creative team to launch Sports Illustrated Sportsbook & Casino, delivering paid social, TV, email, and in-app visuals from concept to market.
- Streamlined collaboration processes across marketing, CRM, and product teams to ensure cohesive brand execution.
- Managed 2 designers and international video/motion graphics teams, delivering high-quality assets on time.
- Oversaw all creative outputs, ensuring adherence to brand guidelines and alignment with project goals.

### FCB HEALTH SENIOR ART DIRECTOR

New York, NY / Oct 2020 - Nov 2021

- Managed creative portfolios for two pharma clients, Austedo and Cologuard, producing impactful visual communications across digital and print mediums to drive brand awareness.
- Led the concept development and execution of organic social assets and print materials, ensuring alignment with brand guidelines while delivering compelling storytelling for client campaigns.
- Spearheaded the production of a virtual 360-degree convention booth, collaborating with a cross-functional team of 30, showcasing innovative digital solutions during the COVID-19 pandemic to create engaging, immersive experiences

### DIGITAS ART DIRECTOR

New York, NY / Nov 2017 - Oct 2020

- Collaborated with a team of 50 to deliver branded visual communications for clients such as Comcast Business, American Express, Olay, and Disney Parks, supporting pitches and enhancing customer journey branding.
- Managed creative workstreams for Comcast Business, working on print production, direct mail strategies, and integrated marketing campaigns tailored to SMB and enterprise clients.
- Drove internal community service initiative focused on beautifying each borough – 80% of employees participated.

### RESOLUTE DIGITAL DESIGNER – FREELANCE

New York, NY / Jan 2017 - Sept 2017

- Led design efforts for clients like Santa Margherita Wines and New York Roadrunners, creating impactful websites, social assets, and presentations that adhered to brand guidelines.
- Delivered creative solutions across print and digital media, working within budget constraints to achieve measurable results on social and web platforms.
- Collaborated with cross-functional teams to produce visually compelling, client-focused materials for diverse project requirements, meeting tight deadlines.

## FREELANCE

### AUSTIN PICKLE RANCH

Austin, TX / 2023 - Present

Developed email and social content for venue launch.

### INCUED

New York, NY / 2021

Developed initial brand identity for the startup.

### HARLEY DAVIDSON NY

New York, NY / 2020

Localized NYC logo development.

### GODIVA

New York, NY / 2017

Full design and production for brand photoshoot – organic social & email campaigns.

## VOLUNTEER

### WISE (WOMEN IN SPORTS + EVENTS) DESIGNER

New York, NY / 2024 - Present

### GIRL SCOUTS OF GREATER NY TROOP LEADER

New York, NY / 2017 - Present

Mentoring and guiding girls ages 11-14 in leadership skills, community service, and personal development.

### SMU NYC ALUMNI BOARD MEMBER

New York, NY / 2020 - Present

Organizing networking events; served on the Class of 2014 Reunion Planning Committee.

### THE ART OF GOOD ART DIRECTOR

Remote / 2020

Pro-bono creative work during pandemic for small businesses.

## EDUCATION & AWARDS

### SOUTHERN METHODIST UNIVERSITY

Dallas, TX / 2014

Bachelor of Arts – Advertising / Sports Management

### BENNY AWARDS 2019

People's Choice, Direct Mail B2B & Integrated Campaign for "Dear HQ"

## SKILLS

**ADOBE CC:** Illustrator, InDesign, Photoshop, After Effects, XD

**MICROSOFT:** Word, PowerPoint, Excel, Teams, Outlook

**OTHER:** Canva, Sketch, Figma, Jira, Slack

Conceptual Art Direction & Design, Print, Digital, Interactive, UI/UX, Branding Identity, Campaigns, AI