

PROFILE

With an eye for compelling visuals, a mind for breakthrough solutions, and a knack for stitching together a range of abilities, I help brands meaningfully connect with people. Building brand infatuation and trust through experiences has been at the heart of my work for the last decade. I confidently build, unite and lead my team, while simultaneously rolling up my sleeves to take a project from big creative idea to flawless execution.

EDUCATION

MASTERS OF ART

Exhibition + Experience Design
Fashion Institute of Technology
New York, 2012

BACHELORS OF ARCHITECTURE

New York Institute of Technology
New York, 2011

SKILLS

Leadership + Management
Brand Strategy
Creative Concepting
Communication
Visualization + Presentation
Creative Workflow
Problem Solving
Solutions Oriented

EXPERTISE

Vectorworks
Autocad
Adobe Photoshop
Adobe Illustrator
Google Suite
Microsoft Suite
Keynote

REFERENCES

Available upon request.

*Thank You! **

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | DALLY DESIGN LLC, LA | 2021 - CURRENT

- Independent Contractor / Consultant partnering with agencies and brands to bring experiential campaigns to life.
- Specializing in experiential marketing, with an emphasis on strategy, brand and campaign identity design, concepting, creative technology, design team and process management, client presentation and pitches, value engineering and quality control. Expertise in developing and selling creative concepts and translating them into a detailed, executable projects.

CREATIVE DIRECTOR | ALLIED EXPERIENTIAL, LA | 2018 - 2021

- Established the agency's Creative Department and expanded to six employees in three months. Scouted and negotiated hiring to curate a highly skilled creative team. Managed in-house designers and consistent multi-disciplinary freelance designers.
- Lead the creative team to consistently deliver stand-out experiential design, meeting all deadlines and budget requirements.
- Cultivated the career development of staff. Review all creative output, troubleshoot and provide clear feedback.
- Noticeably improved the quality of creative output for the agency, met growing client needs, and secured new business.
- Partnered with Accounts, Strategy and Production to successfully pitch, sell and produce key experiences for top brands. Formed and supported relationships with high-profile clients, gaining trust, confidence and new opportunities.
- Lead the design of up to 20 programs at once, including multiple large scale, multi-stop, multi-brand productions.
- Developed and implemented new collaborative protocols across the agency, including creative templates, decks and shared documents. Streamlined workflow processes across departments and project teams.
- Fostered new connections for the agency by leveraging my network of vendors and experiential professionals. Lead the process from RFP to execution with partners.

CREATIVE DIRECTOR | INDEPENDENT CONTRACTOR, NY + LA | 2017 - 2018

- Lead all aspects of the creative process for a wide range of projects and clients in the media, entertainment, retail, financial, technology and sports sectors. Enhanced client and agency relationships by delivering quality designs and responsive solutions.
- Built and lead creative teams and provided creative direction for multi-disciplinary designers.
- Notable work includes; creative lead for Oath's global brand launch spanning 44 cities, executed within 24 hours internationally. Art-directed 10 film installations at MasterCard's 2017 SMART conference in Miami, Florida. Designed an immersive pop-up experience hosting 2000 visitors in Downtown Los Angeles which garnished 400K social media impressions. Conceptualized, designed and implemented the two "celebrity rooms" for 29Rooms, San Francisco.
- Agency partners include LeadDog, MKG, BMF, First, Refinery29, Mas, and Studio B.

ART DIRECTOR | CSM, NY | 2016 - 2017

- Lead team members in the creative process, from concept development, to production and on-site execution.
- Developed strategic, bold, on-brand concepts for a variety of clients and projects. Collaborated with account leads, strategists, designers and copywriters to develop, pitch and sell concepts to high-profile clients.
- AOR Art Director for Audi USA's Experiential vertical, including the AFI Film Festival and Ski Resort Partnerships.
- Mentored, supported and supervised designers to ensure creative output supported client goals, brand and campaign strategy.
- Developed creative trafficking process to utilize team strengths, optimize work-flow, and establish best practices.

DESIGNER | FIRST, NY | 2014 - 2016

- Generated and pitched unique and imaginative ideas for top brands in a fast-paced, highly collaborative environment.
- Developed creative concepts and took a lead role in the design process from proposal to execution.
- Responsible for the overall concept, look and feel, graphic design direction, layout, fabrication engineering drawings, site plans and selection of all event furnishings and decor.
- Created presentation visuals including mood boards, renderings, layouts, technical drawings and mock-ups.
- Identified the need for and oversaw freelance creative support as needed.
- Partnered with printers, scene shops, furniture and prop rentals, florists, and freelance designers.
- On-site execution including managing multiple teams, problem solving, venue and client communications.

DESIGNER | BLUE TELESCOPE, NY | 2012 - 2014

- Delivered intuitive design solutions to bring brand stories and content to life for museums and tech and healthcare clients.
- Developed, presented and executed interactive media, environmental graphics, animation and scenic design.
- Communicated design intent to clients through presentation materials such as decks, renderings, and mock-ups.
- Collaborated with vendors to design and construct exhibits for trade shows and temporary and permanent installations.
- Lead an internal re-brand, managed awards submissions and developed internal marketing assets.