

Strategic Product Designer with a passion for human-centered design principles and a proven track record of delivering innovative solutions. Thrives in collaborative settings, leveraging a blend of creative storytelling, analytical rigor, and tech expertise to drive projects from concept to completion.

**Principal Designer**

Sep 2019–Present

Studio Lekker, New York, NY

Member of the design team that assists clients in creating user-centered brand experiences across digital touchpoints. A key long-term project involved developing a design system for a leading global management consulting firm to facilitate the production and launch of digital client learning experiences.

- Created a comprehensive library of design templates and tools for developing learning experiences
- Led a program to collaborate with various teams to identify needs and develop new learning experiences
- Managed an accessibility audit across the platform for WCAG compliance, and developed guidelines and educational content to increase understanding of accessibility standards for content development

**Founding Member / Branding & Design**

Dec 2019–Present

Sundays Hard Seltzer, Zürich, Switzerland

Led brand development and packaging design for the first premium hard seltzer brand in Switzerland.

**Lead Designer**

Oct 2018–May 2019

Smith+Crown, Portland, Oregon / New York, NY

Spearheaded branding and product design for Smith+Crown's blockchain intelligence platform, SCI, articulating experience principles and translating to a consistent design language across the platform. Directed a design team on several crypto-based consulting projects as well as publishing bi-monthly research reports.

**Associate Creative Director**

Dec 2017–Jan 2019

Bright Iron Group, New York, NY

Led visual design within a development team for major transit platforms transitioning to contactless payments, including the MTA's OMNY in New York and the MBTA in Massachusetts, by conceptualizing and creating design systems for digital touchpoints such as web applications, kiosks, card readers, and mobile products.

*Clients: Massachusetts Bay Transportation Authority (MBTA), Metropolitan Transportation Authority (MTA), Nike*

**Associate Creative Director**

May 2017–Oct 2017

Publicis Groupe, New York, NY

Joined the Cadillac team to help complete the redesign of Cadillac's new responsive website. Tasked with conceiving and art direction of V-series, special racing, and innovation pages within the website.

**Associate Creative Director / Product Design**

July 2015–May 2017

mb innovations · mcgarrybowen, New York, NY

Creative member of a multidisciplinary front-end innovation team that delivered client-ownable products and innovative business models to address the shifting consumer behaviors of today and tomorrow.

- Involved as a project lead from research and strategy phases of development through to creative execution
- Established design principles and visual direction to rapidly develop prototypes for user testing
- Crafted client presentations with strategic storytelling and visualizing complex concepts

**Senior Art Director**

Oct 2014–July 2015

mcgarrybowen, New York, NY

Digital art direction for some of the world's most recognized brands, developing campaign platforms for interactive experiences to come to life across an ecosystem of digital touchpoints.

*Clients: Chase Private Client, JPMorgan Chase & Co, Chase Consumer Banking, Intel, Chevron, Verizon*

**Art Director / Creative Marketing Lead**

2012–2014

Agency Magma, New York, NY

Creative marketing lead in charge of executing art direction and design production for integrated marketing campaigns, brand development, and product development.

- Rebranded ALO Drink, establishing brand communication guidelines across various touchpoints
- Managed ALO tones music campaign, resulting in +85K brand interactions & several beverage innovation awards

*Clients: ALO Drink, Uniqlo, La Guardia Airport Tourism, New York College of Health Professions, Hawke&Co*

**Marketing Director**

2010–2012

**National Accounts Manager**

2007–2010

APF Munn, Yonkers, NY

Directed marketing efforts for a luxury frame and mirror company, managing brand development, website redesign, and enhancing tradeshow presence and advertising initiatives targeted at hospitality designers and buyers.

- Managed large-quantity orders and grew flash sale ventures exceeding first-year sales goal of \$400K

**Senior Designer & Illustrator**

2004–2006

Perrin Inc., Comstock Park, MI

Created original screenprint and embroidery designs for resort apparel lines. Trained and mentored junior artists.

**Rochester Institute of Technology, Rochester, New York**

Bachelor of Arts - Illustration · Associates of Arts - Industrial Design

**Barnstone Studios: School of Drawing and Design, Coplay, Pennsylvania**

Post-graduate instruction in classical drawing, painting, color theory, and golden section design

**The Polishing Center, Grand Rapids, Michigan**

Portfolio preparation and concept development with junior creative team, mentored by advertising veterans

**Software Skills**

Design and Prototyping: Figma, Sketch, InVision, Framer, Principle, After Effects

Graphic Imaging and Publishing: Photoshop, Illustrator, InDesign

Collaboration and Research: Miro, Freehand, JIRA, Wrike, Asana, Trello, Notion, Dovetail

Documentation and Presentation: Microsoft Office Suite, Google Workspace, Keynote