

For the past decade, I've worked on setting the strategic and creative direction for brands, agencies, and startups. I've successfully led ad campaigns, created event openers, designed product experiences, and most recently built VR campaigns for companies such as Adobe, Nascar, Visa, Docker, and Zoosk by leveraging bleeding edge technology, a sharp strategy, and an eagerness to solve unique challenges.

Zoosk

January 2016 - Present

Sr. Brand Experience Designer

- Rebuilt the website which increased user signups by 15% in the first 2 weeks.
- Redesigned the in-app pay wall to reflect a more compelling value-add.
- Modified the brand for specific targeted audience.
- Designed the experience over multiple platforms by developing marketing materials that help to form a company's identity.
- Worked seamlessly to develop creative for three departments; UX, product and marketing.

Zoosk

October 2015 - January 2016

Sr. Visual Designer

- Kept creative engine on the forefront of emerging innovative trends.
- Articulated & collaborated design strategies with the marketing team.
- Developed creative concepts and execute designs for all digital advertising platforms.
- Increased creative design to elevate the company.
- Initiated ongoing digital A/B and multivariate testing strategy to increase click-through and conversion rates of advertisement and landing pages through thoughtful design iteration.

Kenwood Experiences

August 2011 – October 2015

Visual Designer / Art Director

- Delivered projects to Fortune 500 companies i.e. Adobe, NASCAR, Dell, Deep Silver and Square Enix.
- Managed creative teams to provide both national and international campaigns.
- Managed 30-second television ad & creative product packaging.
- Lead teams in development, design and production of brand-extending and cross-channel campaigns.
- Provided innovative concepts, photo art direction and sketches.

EMI

October 2009 – October 2014

Senior Visual Designer / Art Director

- Lead design team on website architecture, television slates, direct mail, print ads and bold outdoor signage.
- Supervised and guided junior design staffs and freelancers.
- Collaborated with copywriter and design manager on concepts for monthly campaigns.
- Directed, designed and managed internal creative materials, collateral and promotional ads.
- Worked and consulted with the executive team to draw out a vision for company marketing strategies.