



senior art director specializing in brand marketing, interactive experiences, and visual storytelling

SKILLS

branded content
experiential
branding
presentation design
strategic marketing
ad production
wireframing + ux/ui
package design

TECHNICAL SKILLS

adobe creative suite
understanding of css
keynote
microsoft office

RECENT CLIENTS

1800 tequila
at&t
american airlines
axe
bai
bud light
converse
facebook watch
food & drug administration
house of vans
kohler
microsoft
uber

EDUCATION

bachelor of fine arts
university of arizona
marketing minor
eller college of management
cea experience abroad: paris

FULL-TIME EXPERIENCE

senior art director | 2019-present | nyc
wasserman: at&t retainer

responsible for concepting and creative direction across AT&T's sports and lifestyle activations

creative lead on midtier experiential campaigns from ideation to execution

works closely with client to collaborate and achieve brand's vision

mentor and provide direction to design team

senior designer | 2016-2019 | nyc
valence media: billboard, the hollywood reporter, vibe, mrc, and dick clark productions

managed creative direction + design for brand sponsorships across brand portfolio from ideation to execution

lead marketing design on a variety of large-scale (\$10M+) custom client proposals integrating brand partners through experiential concepts, digital content and video series

designed UX/UI for digital environments collaborating with engineer team to deliver cut assets and execute interactive functionality

responsible for all design elements in co-branded campaign execution including logo design, event collateral/signage, and custom digital elements

execute brand positioning for all external-facing materials including media kit, style guide, and general presentations

oversee and direct to junior members of the design team

digital designer | 2013-2015 | nyc
spinmedia: spin, vibe, stereogum, celebuzz, and the frisky

designed and produced digital media placements on SpinMedia's editorial properties

assisted with digital mock-ups for sales proposals

designed custom graphics for SpinMedia's digital portfolio