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associate creative director specializing in unique consumer experiences with an emphasis on innovative tech trends

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## SKILLS

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

## TECHNICAL SKILLS

adobe creative suite  
zeplin  
sketch  
understanding of css  
keynote  
microsoft office

## RECENT CLIENTS

1800 tequila  
at&t  
american airlines  
axe  
bai  
bud light  
converse  
crown royal  
facebook watch  
house of vans  
microsoft  
uber

## EDUCATION

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

## FULL-TIME EXPERIENCE

**associate creative director | 2021 - present | la  
wasserman: at&t retainer**

responsible for high level concepting and creative direction  
across AT&T's sponsorship activations

manage and mentor team of creatives across designers, copywriters,  
3D artists and video editors/animators

lead client contact to collaborate and achieve brand's vision

expert in current trends across tech, design, and lifestyle

liaison between internal departments and teams

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

responsible for concepting and production across  
AT&T's sponsorship activations

creative lead on midtier experiential campaigns from  
ideation to execution

work 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**

manage 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

design UX/UI for digital environments and work 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

oversee and direct to junior members of the design team