



PROFILE

I am a multidisciplinary Creative Director with over 20 years of experience delivering digital experiences for global brands and 10 years of strategic creative leadership. Focusing on building and cultivating creative teams, I execute market-leading interactive experiences for the world's most recognizable brands.

Great work is achieved when the core of the users' needs are uncovered and used to guide the creative process. As a passionate editor, I have a talent for ingesting complex information and user data and distilling it into meaningful brand experiences that lead to strong engagement rates and conversion.

EXPERIENCE

Creative Director, Public Sapient

9/2021 – Present

As a contract Creative Director for Publicis Sapient, I am a creative team lead in the retail vertical, focusing on e-commerce site creation, and craft development for a team of visual and UX designers, copywriters, and researchers.

Key Clients: Sunbelt Rentals

Creative Director, IBM iX; Columbus, Ohio

9/2017 – 6/2020

At IBM iX I led delivery focusing on digital design with an emphasis on e-commerce and high-end user experience. Leveraging a Design System and Design Thinking approach, I consistently delivered solutions leading a cross-disciplinary team of strategy, UX, design, and technology. I have experience with a variety of platforms, including Salesforce, Adobe Experience Manager, Adobe Commerce Cloud, SAP Commerce Cloud, SAP Hybris, Oracle ATG, and WebSphere Commerce.

Key Clients: Sally Beauty, Follett, Mattel, Fisher-Price, Barbie, Hot Wheels, Newell Rubbermaid, Honey Baked Ham, Texas DOT, Shell, Honda

Creative Director, Resource/Ammirati; Columbus, Ohio

1/2012 – 9/2017

As a Creative Director for Resource/Ammirati, I was responsible for leading teams in creating experiences that ranged from online interactive and video, to physical space activation, across diverse industries including hospitality, financial, health care, and CPG.

Key Clients: Wendy's, Kohler, Sleep Number, CVS, Huntington Banks, Cardinal Health

Associate Creative Director, Blue Diesel; Columbus, Ohio

10/2009 – 1/2012

As an Associate Creative Director for Blue Diesel, I was a creative team lead producing drug detailing aids for pharmaceutical sales representatives that leveraged infographics, 3D, AR/VR, animation, and video to deliver relevant drug and medical device information.

Senior Art Director, SBC Advertising; Columbus, Ohio

8/2002 – 10/2009

As a Senior Art Director for SBC Advertising, I was the design lead on a wide range of work, including print advertising and marketing, packaging, environmental and space design, signage, direct mail, and branding.

KEY HIGHLIGHTS

- Lead of the Creative/UX team that delivered a Design System coupled with a code library to enable **Follett** to create and maintain over 1700 distinct college and university bookstore e-commerce websites.
- Lead of the Creative/UX team that delivered the **Sally Beauty** app version 1.0–3.1, with over 1 million downloads and a 4.8+ rating in the App Store.
- Lead of the Creative/UX team that created a design solution and content migration strategy to bring together disparate **Cardinal Health** web properties under a single Design System of flexible templates.
- Lead of the creative execution of the **Mattel** 'One-Store' strategy – a single e-commerce solution for Mattel brands, including **Barbie**, **Hot Wheels**, and **Fisher-Price**, to allow for easier updating and more control for marketing teams, while streamlining technical support through a shared code and template repository.
- Lead of the creative execution for the **Wendy's** mobile app, focusing on nutrition, and later adding one of the first mobile payment processing solutions for fast food.
- Lead of the Creative/UX team that created the **Sleep Number** IQ app, developing the visual language and experience that formed the foundation for the the Sleep IQ system.
- Part of the **IBM** team that created a Design System to development methodology, allowing for rapid start e-commerce solution design and code snippet deployment for integration, an extension of the solution developed for Follett.
- Passionate about mentoring junior creatives in both craft and career development.
- Experience using Design Thinking methodology, including planning, activity creation, and session leadership.
- Experience in planning, estimating, and staffing for large scale, long-term initiatives.

SKILLS

Creative Leadership
Creative Direction
UI/UX
Design Systems
Design Thinking
Emerging Tech Design and Strategy
Digital Commerce
Website and App Delivery
Talent Development and Team Growth