



MULTIDISCIPLINARY CREATIVE LEADER

Creative Director and Art Director with 20+ years of experience in UI/UX, brand systems, digital products, and campaigns for global brands including Coca-Cola, Home Depot, IHG, and Hasbro's MONOPOLY® program. Known for blending hands-on design expertise in Figma with leadership of large-scale, cross-channel creative initiatives. Passionate about turning complex challenges into design solutions that drive business growth and inspire audiences.

PROFESSIONAL EXPERIENCE

Creative Promotional Solution

CREATIVE DIRECTOR, AUG 2019 - AUG 2025

- Directed multi-channel promotional campaigns across digital, print, and in-store platforms, ensuring cohesive storytelling and consistent brand execution.
- Partnered with Hasbro on the MONOPOLY Collect & Win grocery promotion—producing over 1 billion tickets and 250 million gameboards, driving record shopper participation.
- Managed end-to-end creative production, from concept through vendor coordination and approvals, to deliver large-scale campaigns on time and within budget.
- Established creative workflows that streamlined collaboration between design, marketing, and retail partners.

Scuf Gaming

SENIOR ART DIRECTOR, MAY 2019 - JUL 2019 (CONTRACT)

- Designed and directed UI/UX for a complete redesign of Scuf Gaming's e-commerce platform, boosting usability and online sales.
- Set visual direction and design standards to strengthen brand identity across digital touchpoints.
- Collaborated with developers to ensure design translated seamlessly into front-end functionality.

The Creative Momentum

ART DIRECTOR, APR 2014 - JAN 2018

- Led design and brand strategy for websites, mobile apps, and campaigns across healthcare, retail, and technology clients.
- Developed brand identity systems and digital platforms that enhanced client visibility and engagement.
- Directed creative teams and presented concepts to clients, aligning visuals with business objectives.
- Increased user engagement for client websites through user-focused design and streamlined experiences.

Ogilvy & Mather

ART DIRECTOR, MAY 2013 - APR 2014

- Designed digital campaigns for InterContinental Hotels Group (IHG), from concept through production.
- Partnered with marketing and strategy teams to deliver creative aligned to global hospitality brand goals.
- Delivered user-focused web and digital content that elevated customer experience and reinforced brand trust.

PORTFOLIO

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CONTACT

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CORE SKILLS

Creative & Design

Art Direction, Branding & Identity, UI/UX Design, Graphic Design, Print & Digital Campaigns, Presentation Design

Leadership & Strategy

Creative Leadership, Cross-Functional Collaboration, Campaign Development, Client Presentation, Workflow Optimization

Tools & Technology

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma, Canva, WordPress, PowerPoint, Keynote
- Working knowledge of HTML/CSS, CRM/Email Marketing Integrations

EDUCATION

Maryland Institute College of Art

Baltimore, MD
Bachelor of Fine Arts, 1999



PROFESSIONAL EXPERIENCE CONTINUED

Engauge

SR. DESIGNER, JAN 2012-AUG 2012 & JAN 2013 - OCT 2013 (CONTRACT)

- Designed microsites for The Home Depot, including the Flooring Estimator and Service Provider Access, making it easier for customers and providers to connect.
- Produced digital, social, and direct marketing materials that supported national campaigns.
- Delivered user-friendly web experiences that streamlined complex tools for consumers.

LBi

SR. ART DIRECTOR, SEP 2012 - DEC 2012 (CONTRACT)

- Collaborated with international teams across Atlanta, New York, and Moscow to concept and design Coca-Cola's 2014 Sochi Winter Olympics Relay Competition.
- Created interactive and digital assets for a global campaign seen by millions.

EARLIER CAREER HIGHLIGHTS

Never Without

ART DIRECTOR, SEP 2010 - SEP 2011

- Hired as a UI/UX Designer and expanded into front-end WordPress development.
- Designed and developed websites for Emory Children's Center, Children's Healthcare of Atlanta, Marriott, and Simmons Mattresses.

Razorfish

DESIGNER, SEP 2008 - SEP 2009

- Initially brought on as a freelancer and converted to full-time after delivering high-quality creative solutions.
- Contributed design work for major brands including Burt's Bees, AT&T, The Home Depot, and Amway.

Circle at Seven

CO-FOUNDER & FREELANCE UI/UX DESIGNER (PART-TIME ALONGSIDE AGENCY ROLES), SEP 2001 - AUG 2016

- Co-founded a boutique design studio providing branding, UI/UX, and web design services.
- Managed design execution and production timelines to consistently meet client expectations.

IBM

PRODUCTION ARTIST, SEP 2000 - SEP 2001

- Executed graphic production for online training experiences supporting Ryder Trucks and other corporate clients.
- Collaborated with senior designers and developers to deliver accurate, on-brand digital assets.