



CONTACT

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SKILLS

creative strategy
art direction
team management
process building
client management
concept development
project management
design
photography
motion design
video production

VOLUNTEER

Las Fotos Project

Collaborate with
and mentor
students interested
in pursuing a
career in the arts.

EDUCATION

University of
California, Irvine

Film and Media
Studies, Digital Arts

SUMMARY

Human-centered Creative Director deeply focused on visual storytelling, brand evolution and growth. Over 13+ years experience but always learning.

RELEVANT EXPERIENCE

BUZZFEED

Design Director Jan 2024 - April 2024
Deputy Design Director Jan 2021 - Jan 2024
Art Director Nov 2018 - Jan 2021

- Spearheaded innovative product and process development, resulting in a 6x increase in revenue offerings leading to a 50% annual revenue growth YOY by expanding product offerings and team capabilities. Managed all aspects of branded work production and supervised producer responsibilities.
- Managed end-to-end campaign lifecycles and client interactions, ensuring project alignment and optimal team compositions.
- Directed cross-functional teams, ensuring high-quality branded content.
- Mentored team members, fostering career growth and navigating challenges.
- Led creative direction for a robust roster of clients including Disney, Google, Pepsi, and others.

BREAD & BUTTER

Art Director March 2017 - Nov 2018

- Led strategic development of a new creative department for restaurant, hospitality, and CPG clients, expanding offerings across various platforms across web, mobile, digital, print, and social media.
- Managed diverse team of designers and content creators, overseeing production and providing growth-oriented training.

CRIER COMMUNICATIONS

Art Director Sept 2015 - March 2017
Graphic Designer August 2014 - Sept 2015

- Established a comprehensive creative department in response to client demand, including developing pitch decks, setting rates, and building a test kitchen/studio, while leading a creative team.
- Led creative processes across projects, managing aspects of product photography, graphic design, web applications, and ensuring cohesive content creation.