

Resumé

Creative, Design & Product Leader

Experience

Vice President, Product Design

Publicis Media • Fall 2022–Present

- Lead the product design team to align and execute the vision across UX, product, and engineering teams.
- Prioritize and manage the team to deliver to deadline across multiple initiatives.
- Set standards and processes for design planning and collaboration with product teams to make product design visible and agile.
- Provide direction to the design and research teams from conceptual work all the way through execution.
- Mentor, nurture, and retain best-in-class talent.
- Work with cross-functional teams to align on scope of core design components.
- Ensure that great ideas translate to the functional specifications and continue through the development process.

Creative, Design & Product Consultant

Freelance • Winter 2020–Present

- Branding, creative direction, design, strategy and product development for various clients: Clinique, Dia & Co, Hive Brands, LG, Nest NY, The Skimm, Studio Seitz, Truwerk.

Vice President, Design

Orchard • Winter 2019–Winter 2020

- Manage designers to develop prototypes and solutions
- Run design sprints as needed to drive to optimal outcomes
- Build a culture of consistent user feedback and testing that can be actionable to designers.
- Ensure consistency in visual identity and copy across all mediums.
- Consider new ways to build our brand/awareness.

Creative Director

Resident • Spring 2018–Winter 2019

- Drive the design vision and strategy for all brands.
- Own and manage all design: user experience, visual design, photo, video.
- Address business goals and customer needs with simple design solutions.
- Establish and reinforce consistent design patterns and solutions.
- Create and empower a collaborative, design-centric culture across the team and company to promote awareness of design's role.

Creative & Product Design Director

BarkBox • Summer 2016–Spring 2018

- Articulate and drive all creative concepts for graphic design, digital product design, photography and video.
- Contribute to the refinement and evolution of the brand architecture.
- Execute and develop visual design standards and processes.
- Art direct and set visual tone for photo and video.

Design Director

One Kings Lane • Winter 2016–Summer 2016

- Review, critique and approve all visual assets
- Brainstorm new design ideas across customer experiences.
- Contribute to the refinement and evolution of our brand architecture
- Articulate and present creative concepts to leadership
- Foster a studio environment across two design teams in two cities that is on brand: agile, passionate, innovative, and customer focused.
- Lead projects through all phases of the design process: from development of strategic intent through conceptual mockup to final holistic execution.

Design Director

Newsweek • Summer 2015–Winter 2016

- Manage creative teams and tracks of work.
- Lead and direct the creative team and projects from concept to completion.
- Reinvent, streamline and apply brand identity systems, typography, photography, color and other ingredients to meet business and user needs.
- Contribute to the development of the creative team's culture and standards.

Director, Interactive Design

Club Monaco • Fall 2013–Summer 2015

- Partner cross function team to ensure the digital creative strategy supports the Club Monaco brand vision and marketing programs.
- Drive the creative execution of UX deliverables through leadership.
- Develop visual design standards and processes for the creative team.
- Design and manage the UI architecture, interface, and interaction flow of commerce related user experiences.

Product Designer

OKCupid • Fall 2012–Fall 2013

- Lead the design of mobile application projects from concept to release.
- Design visual interfaces, user flows and compelling interactions.
- Translate complex ideas into elegant, intuitive designs.
- Work closely with front-end developers, software engineers and other designers.
- Explore and experiment with the future of OKCupid's interface.

Manager, Internet Content and Digital Development

West Elm • Fall 2011–Fall 2012

- Design, plan and manage interactive projects for campaigns on all platforms.
- Liaise between the eCommerce, production and design departments and members of editorial, technology on web development initiatives.
- Research and consult with the marketing and social media team for yearly campaigns, themes and goals.

Interactive Art Director

Martha Stewart Living • Fall 2010–Fall 2011

- Discover, design and manage interactive projects on all platforms.
- Art direct interactive features, video and stop motion for the magazine.
- Manage production and freelance designers.

Senior UX/UI Designer

FOUR32C • Fall 2009–Fall 2010

- Design, plan and manage projects for various clients: Andrew Zuckerman, Barnes & Noble, Condé Nast, GQ, Maroon 5, Teen Vogue, Rakuten, WWD.

Senior UX/UI Designer

Condé Nast Digital • Fall 2007–Fall 2009

- Re-design Condé Nast Digital's most complex site developed: Concierge.com.
- Primary liason between the design group and members of editorial, technology and production groups for Concierge.com.
- Design interfaces and graphics for iPhone/mobile projects.

Education

SUNY New Paltz

Bachelor of Fine Arts

Concentration: Graphic Design,

Magna Cum Laude

College for Creative Studies

"DeProgram" design program in the Netherlands with Experimental Jetset, Studio Dumbbar and Bob van Dijk Studio