



skills + software

- | | |
|------------------------|---------------------------|
| Creative Direction | Experiential + Set Design |
| Strategy / Concepting | Adobe Suite / Figma |
| Project Management | SketchUp / V-Ray |
| 2D Graphic / 3D Design | AutoCAD / Rhino |
| Video Development | HTML5 / CSS |

education

- PRATT**
CAD Design Certificate 2022-2024
- NORTHWESTERN UNIVERSITY AT DDB**
Advertising for Creatives Certificate 2016
- COLUMBIA COLLEGE CHICAGO**
B.A. Advertising Art Direction 2012 - 2014
- GEORGIA PERIMETER COLLEGE**
A.A. Fine Arts 2011 - 2012

brands + clients

- | | |
|------------------------------|-------------------------|
| EXPERIENTIAL + DESIGN | VIDEO |
| Meta | NBC Universal |
| Google | Amazon |
| Apollo | Jackpocket |
| Ecolab | Augustinus Bader |
| Beam Suntory | Burrow |
| Nike | The Onion |
| Cummins | Match |
| Olay | Feather |
| CBRE | Drizly |
| CyberArk | Barefoot Wine |
| Aurora | Adullam |
| React Presents | Babbel |
| Louis XIII | Tula |
| YSL | H&R Block |
| Northface | EOS |
| Grand Seiko | Curology |
| NYPR | Northwestern University |
| Montana State University | Tula |

experience

EMPIRE ENTERTAINMENT

Creative Director

Feb 2025- Present

Partnered with senior leadership and producers while managing direct reports to deliver standout experiences and events. Provided creative direction spanning print, interior builds, and digital assets. Led 3D render creation, technical elevations, and managed asset fabrication through on-site installation. Oversaw budgets for large-scale, multi-event programs, balancing diverse collateral needs with creative vision while keeping projects on time and on budget.

IMC EXPERIENCES

Senior Art Director

Jan 2024- Jan 2025

Worked closely with senior leadership, producers, and mentored junior designers to craft elevated experiences and events. Provided high-level 360° art direction that encompassed printed graphics, interior builds, and digital assets. Lead the creation of 3D renders and technical elevations, managed asset fabrication, and on site installation.

ADVOC8

Senior Art Director

May 2022- Dec 2023

Lead creative projects from concept to execution alongside the creative team. Fostered collaboration across departments to executive multi-scaled events and design initiatives. Partnered with producers to manage budgets and resources across projects. Worked to develop design resources, training initiatives, and educational resources for company wide usage.

DAILY HARVEST

Senior Video Art Director

Dec 2021 - Jun 2022

Elevated video concepts for product launches and campaigns, providing on-set direction and collaborating with the production team across pre-production and post-production. Managed editors and motion designers, and integrated data-driven insights from creative and growth marketing teams into the design process.

QUIRK CREATIVE

Senior Video Art Director

Oct 2020 - Dec 2021

Collaborated on concepts for commercials in a variety of industries. Articulated the artistic vision to stylists, designers, and editors throughout the production of each spot. Ensured that each shoot visually laddered back into key value props while remaining visually engaging.

THE SUPER PRODUCERS

Contract Experiential / Graphic Designer

Feb 2020- Dec 2021

Teamed up with producers on innovative design and experiences, delivering 360° art direction for pop-ups, including 3D renders, graphic design, and on-site installation. Ensured all creative stayed within budget and scope. Co-branded the Lake Shore Drive In with posters, stage banners, social media assets, and web design.

GRADIENT EXPERIENTIAL

Experiential Designer

Jan 2019 - Jan 2020

Collaborated in to create immersive experiences. Alongside producers, ensured that projects were completed within scope and on strategy. Responsibilities included, but not limited to, crafting RFPs, creating realistic mockups and 3D models, and coordinating with the graphics team for the execution of visual assets. Insured assets were installed correctly on-site and assisted in managing the experience.

NORTH COAST LLC.

Contract Art Director / Graphic Designer

Feb 2018 - Sep 2018

Spearheaded re-branding of the 2018 North Coast Music Festival. Art directed assets, including but not limited to, large scale graphics and banners, video, and 360° social media campaigns, and OOH ads.



skills + software

Creative Direction	Experiential + Set Design
Strategy / Concepting	Adobe Suite / Figma
Project Management	SketchUp / V-Ray
2D Graphic / 3D Design	AutoCAD / Rhino
Video Development	HTML5 / CSS

experiential + retail

BRDG X NIKE Creative Director	2024
IMC X NO7 Senior Art Director / Experiential Designer	2025
IMC X GRAND SEIKO Senior Art Director / Experiential Designer	2024
ADVOC8 X ECOLAB Senior Art Director / Experiential Designer	2023
ADVOC8 X CUMMINS Senior Art Director / Experiential Designer	2023
ADVOC8 X GOOGLE Senior Art Director / Experiential Designer	2023
ADVOC8 X META Senior Art Director / Experiential Designer	2022
ADVOC8 X AURORA Senior Art Director / Experiential Designer	2022
LAKESHORE DRIVE IN Art Director / Graphic Designer	2020
WOMANISH X SELFISH Experiential Designer	2020
RECESS X NORTHFACE Experiential Designer	2020
ECHELON Experiential Designer	2019
GRADIENT X LOUIS XIII Experiential Designer	2019
GRADIENT X BEAM SUNTORY Experiential Designer	2018

commercial + social

DAILY HARVEST Senior Video Art Director Kelis Social	"Feed Them" "Various"
QUIRK Production Designer + Art Director Tula Acorns Burrow Shine Gainful Drizly Curology Cerebral Start Engine Bespoke Post Real Techniques Society6 Augustinus Bader Shady Rays Babbel Jackpocket Nadaam Cirkul Carewell Keeps Something Navy	"Dr. Raj" "Put The Filter Down" "Embrace..." "Almost Robbers" "A Different Angle" "Ecosystems" "Shine App" "Couple Goals" "Change The Vibe" "The Equation" "Founder Story" "Simone Biles, Time Out" "How Cerebral Works" "New Perspectives" "You Can Be..." "The Giving Box" "Unbox The Awesome" "Airy" "Throw It On" "Homesick" "Science of..." "Old Hollywood" "What If..." "See Where ..." "Like A Local" "Lotta Winning" "Soft Stuff For Hard People" "Water The Way You Want It" "Power Up" "Liz's Story" "In The Mirror" "Our Mission" "Core" "Community"
NICE BEAR Production Designer + Art Director Bruno Magli Barefoot Wine EOS Match RumChata	"Holiday" "With Us" "ASMR" "Match Like..." "Holiday Recipes"

film + tv

ADULLAM Production Designer	Pilot Episode
MRK Production Designer	"Sorority Court"
WHEELHOUSE PRODUCTION Production Designer	"All American Sex Offender"
MAGIC IN THE KITCHEN Production Designer	"Pineapple Upside-Down Cake"
ALI AHMED Production Designer	"Buried & Forgotten"
WOMEN OF THE NOW Art Director	"Scutly"
THE TONIGHT SHOW STARRING JIMMY FALLON Set Decorator Noah Cyrus	"July"
RELATIVE LLC Costume Designer	Relative

music videos

MAKE/DON'T Producer / Production Designer Producer / Production Designer Production Designer Production Designer	"Lewis" "Volition" "Terror" "Princess Slit"
---	--