



skills + software

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

education

- PRATT**
CAD Design Certificate In Progress
- 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 | Allstate |
| TikTok | Curiosity Productions |
| Ecolab | Nice Bear LLC. |
| React Presents | The Helm |
| Silver Wrapper | The Onion |
| Stiles Corporation | Match.com |
| JLL | Feather |
| CBRE | Drizly |
| Winston & Strawn | Barefoot Wine |
| Cutthru | Adullam |
| Jones Lang Lasalle | Babbel |
| Liberty Distribution | Tula |
| DO312 | HR Block |
| Echelon Fit | EOS |
| GlobalPro | The Last O.G. |
| Ches Arms | Pirello Digital Imaging |
| The Super Producers | Make / Don't |

experience

- ADVOC8**
Senior Art Director May 2022- Dec 2023
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. Created 3D renders and technical elevations, managed fabrication, and on site installation.
- DAILY HARVEST**
Senior Video Art Director Dec 2021 - Jun 2022
Elevated video concepts for new product launches, campaigns, and projects for external content and brand partners. Gave on-set direction during video shoots while partnering with the production team during pre-pro and post-production for editorial and animated projects. Managed in-house editors and motion designers. Spearheaded the partnership between creative and the growth marketing teams to apply data-driven insights 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
Worked closely with producers on disruptive experiences and design. Provided 360° art direction for pop-ups. This included 3D renders, graphic design, and on site installation. Insured all creative was adjusted to fit within budget and scope. Additionally co-branded the Lake Shore Drive In, which included posters, stage banners, wrist bands, 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.
- CREATIVE CIRCLE**
Contract Production Designer Sep 2016 - Feb 2019
Worked for a variety of companies in a wide range of industries both on-site and remotely. Designed a wide range collateral for both digital and print usage.
- NORTHWESTERN**
Design + Production Associate Jan 2015 - Oct 2016
Led art direction and production of digital assets, print collateral, and video shoots to translate into 360° campaigns.. Designed and trafficked both print, digital, and coded HTML emailers. Implemented new branding across all platforms. Coordinated management of freelancers and vendors.



skills + software

• Production Design	Experiential + Set Design
• Art Direction	Video Development
• Set Dressing	Adobe Creative Suite
• Budget Management	SketchUp / V-Ray
• Fabrication	AutoCAD

experiential + retail

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