



skills + software

- Creative Direction
- Strategy / Concepting
- Project Management
- 2D Graphic / 3D Design
- Video Development
- Experiential + Set Design
- Adobe Suite / Figma
- SketchUp / V-Ray
- AutoCAD / Rhino
- 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**
 - Meta
 - Google
 - Apollo
 - Ecolab
 - Beam Suntory
 - Nike
 - Universal
 - Olay
 - CBRE
 - CyberArk
 - Aurora
 - React Presents
 - Louis XIII
 - YSL
 - Northface
 - Grand Seiko
 - NYPR
 - Montana State University
- VIDEO**
 - NBC Universal
 - Amazon
 - Jackpocket
 - Augustinus Bader
 - Burrow
 - The Onion
 - Match
 - Feather
 - Drizly
 - Barefoot Wine
 - Adullam
 - Babbel
 - Tula
 - H&R Block
 - EOS
 - Curology
 - Northwestern University
 - Tula

experience

- REDROCK ENTERTAINMENT**
Director Of Design May 2026- Present
Led visual and experiential design for branded environments, live events, immersive activations, and entertainment-driven campaigns. Designed custom builds and developed pitch-ready concepts, spatial layouts, environmental graphics, 3D renders, and client-facing materials while managing freelancers and fabricators and partnering with creative and production teams to guide work from early ideation through execution.
- EMPIRE ENTERTAINMENT**
Creative Director Feb 2025- May 2026
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
Partnered with producers on design experiences, delivering 360° art direction for pop-ups through 3D renders, graphic design, and on-site installation. Ensured creative stayed within budget and scope while co-branding the Lake Shore Drive In across print, digital, social, and web assets.
- GRADIENT EXPERIENTIAL**
Experiential Designer Jan 2019 - Jan 2020
Collaborated with producers to create immersive experiences, ensuring projects stayed within scope and aligned with strategy. Responsibilities included crafting RFPs, creating realistic mockups and 3D models, coordinating with graphics teams on visual assets, and supporting on-site installation and experience management.