

Experience

iCrossing / Creative Director

June 2010 - Aug 2024

Pioneered L'Oréal Paris Experience: Created groundbreaking hair-dye technology, setting industry standards and enhancing consumer engagement.

Managed Cross-Functional Teams: Led UX/UI design teams across TX, NY, Chicago, and Mexico, collaborating with strategy teams to align designs with business goals.

Produced Multi-Channel Content: Managed Pre and post-production for videos, photoshoots, and CGI. Applied DMI strategies and social media expertise to engage global audiences, including in Asia.

Developed CRM Loyalty Programs: Designed advanced CRM strategies that increased customer retention and brand loyalty through personalized engagement.

Oversaw Design Systems: Directed a range of design system creation, improving client efficiency and reducing development time for future product creations.

Rebranded Legacy Brands: Led successful rebranding for IHOP, SkinCeuticals, Naked Juice, Dine Brands, and AKC Pet Insurance using user testing and targeted personas to rejuvenate brand presence.

FCB / Digital Art Director

2007 - 2010

Campbell-Ewald / Art Director

2006 - 2007

Doner

2004 - 2006

Brands

L'Oréal Paris • SkinCeuticals • CeraVe • Kiehl's Skincare • Carol's Daughter

PepsiCo • Naked Juice • Quaker Oats • Cap n' Crunch

Food • IHOP • Dine Brands • Sargento Cheese • Kentucky Fried Chicken

Beam Suntory/Alcohol • DeKuyper • The Cocktail Project • Pinnacle Vodka • Jack Daniel's • Herradura

Retail • Bridgestone • Firestone • Dremel • Belk • LG • Stride Rite • Prismacolor • Sharpie • USPS

More • U of M Hospital • Henry Ford Hospital • Philip Morris • Carhartt • U.S. Navy • Swift Transportation

Recognitions

Clio • Digital Agency for Sargento World Slowest Pizza campaign

YouTube Webby • Nominated for Top :06 Appeal Bumper of the Year

The Annual Creativity Awards • Gold for Mobile

Mobius Award • Gold for Outdoors

April Fool's Film Award • Grand Prize

American Advertising Federation • Most Promising Minority Finalist

Addy Awards • Best of Show

Caddy Awards • 6 Silver, 2 Bronze

Rockport's Publications • Featured in 2 books

Education

College for Creative Studies, Detroit, MI

BFA - Double major in Advertising and Graphic Design