

## EXPERIENCE

**STUDIOGEN** Art Director

2025–Present

- Directed creative strategy, brand systems, and campaign execution across 6+ founder-led brands, managing a team of ten designers, strategists, paid media leads, lifecycle managers, and web developers.
- Drove measurable growth across the portfolio: 4X revenue increase for Enso Sauna Studio within 6 months of rebrand; 9,000+ customers acquired for We Deliver Laundry in a single quarter with a 41% post-redesign conversion rate; 32% revenue growth for Rooted Broth within 4 months alongside 10+ new retail stores.
- Launched 3+ brands from zero, from identity through a demand generation social and paid ad campaigns, driving high-intent leads and measurable audience traction pre-launch.
- Bridged business strategy and creative execution, partnering with founders on brand direction and with paid media and lifecycle teams to ensure design drove measurable conversion.
- Embedded AI-native workflows across creative, content, and marketing operations, increasing output speed and consistency without sacrificing strategic depth or brand integrity.

**COMPASS** Senior Designer

2024–2025

- Designed the visual and campaign system for Compass's "3 Phase Marketing" program translating a CEO-level strategic initiative into a modular brand language adopted by 34,000+ agents nationally, becoming a core pillar of Compass's agent value proposition.
- Founded and led Office Hours, a cross-functional initiative for 100+ marketing and design employees that cut revision cycles and drove brand adoption across Compass's national network.
- Built scalable brand and sales enablement systems for top-performing agents and luxury teams across Compass's highest-revenue markets, spanning listing presentations, brochures, signage, digital templates, and environmental collateral.
- Contributed to two issues of Curated, Compass Luxury's print publication, designing covers and 100+ editorial pages for an ultra-high-net-worth audience across real estate, lifestyle, and agent storytelling.
- Delivered national advertising and recruitment campaigns across print, digital, OOH, and experiential, coordinating across marketing, brand, product, and regional teams in multiple markets.

**KINGSLAND** Senior Designer & Brand Strategist

2021–2024

- Led brand identity, campaign, and go-to-market work for 30+ clients across CPG, tech, spirits, wellness, and lifestyle, from strategy and naming through launch including Bombas, Calirosa, Lobos and Walmart.
- Contributed designs to the Bombas 100M Donation campaign, a NYC-wide OOH and digital campaign, recognized by the Shorty Awards and covered in Adweek and Modern Retail.
- Built Calirosa's campaign system across digital, OOH, and trade media, helping the brand achieve 50%+ awareness lift and earn coverage in Forbes, Ad Age, and Travel + Leisure by repositioning a pink tequila as a category-defining product.
- Grew from production execution to leading full brand engagements, concepting, presenting, and directing work from brief to delivery for founder and C-suite audiences.

**DARING FOODS** Associate Designer

2020–2022

- Designed the full-page New York Times ad insert urging consumers to switch to plant-based chicken, one of Daring's highest-visibility brand moments, timed to the brand's national retail expansion into Target, Walmart, Kroger, and Whole Foods, reaching 9,000+ retailers.
- Built brand touchpoints across packaging, social, CRM, seeding kits, DOOH, and trade (Expo West), positioning Daring as the design-forward leader in plant-based chicken against bigger-budget competitors.
- Owned Daring's full CRM email system, establishing templates, layout standards, and visual guidelines that drove open rates from 4% to 10%.
- Contributed creative assets for the Kourtney Kardashian x Travis Barker campaign, generating coverage in Adweek, Harper's Bazaar, and dozens of outlets globally.

## EDUCATION

MFA, Storytelling · **School of Visual Arts**  
BFA, Art, Media, and Technology · **Parsons School of Design**

## TECHNICAL SKILLS

Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) · Figma · Generative AI · AI-Native Workflows