## **PROFESSIONAL EXPERIENCE.**

## THE AGENCY RE

## ART DIRECTOR

- Spearhead the development of high-impact branding and marketing initiatives, resulting in measurable increases in engagement across digital and print collateral, web media, and corporate events.
- · Deliver video and motion graphic content (via traditional production methods and evolving Al-generative tools) to a global audience of 500K+, consistently generating 25-50K views per video and reinforcing brand consistency on social platforms.
- · Elevate team performance by mentoring designers, editors, and animators, resulting in improved project execution and individual growth across departments.
- Research, develop, and implement innovative systems and tools to align creative briefs and communications with executive-level objectives, contributing to improved cross-functional collaboration and streamlined processes.

### TRIPLEMINT

#### ART DIRECTOR

- · Led the seamless integration of Triplemint into The Agency RE, transforming over 200+ design templates and enhancing workflow efficiency within a three-month deadline.
- Innovated a luxury-centric brand identity, introducing a refined color palette, typography, and design ethos that significantly elevated marketing efforts across the board.
- Directed a team in producing marketing collateral for 150+ clients, resulting in a more cohesive brand image and higher-guality client-facing materials.

## WARNER BROS. STAGE 13

### **CREATIVE CONSULTANT**

- Art directed award-winning marketing campaigns for Emmy® Award-nominated content by Warner Bros.' Stage 13 Network, resulting in expanded brand visibility across print, digital, and social media platforms.
- · Conceptualized and produced visually engaging key art and motion graphics for scripted and unscripted series, ensuring alignment with brand identity while appealing to diverse, global audiences.

## **BRANDINGIRON WORLDWIDE, INC**

## **ART DIRECTOR, CREATIVE STRATEGIST**

- · Co-led the creation of immersive brand experiences for Disney, Netflix, and Legendary Pictures integrating consumer data to drive innovative marketing strategies across the US and Latin America.
- · Delivered comprehensive branding packages for various high-grossing national and global brands (Best Buy, Lay's, MAC Cosmetics, PlayStation, Taco Bell, Totalplay, Vivo), enhancing their market presence through cohesive multi-channel campaigns.
- · Revitalized company brand identity, steering the design of internal and external collateral, which bolstered both client engagement and corporate culture.

## **UCLA CENTER FOR HEALTH SERVICES & SOCIETY GRAPHIC DESIGNER. RESEARCH ASSOCIATE I/II**

- · Co-developed an innovative microsite, app, and e-course for the CPIC project, expanding access to academic resources for mental health professionals and improving community-based research methodologies.
- · Contributed to a high-impact 100-page policy report for the 19th Surgeon General, Vivek Murthy, combining design strategy with content development to elevate the report's influence.
- · Amplified the voices of veterans through a 6-month qualitative data initiative in collaboration with Principal Investigators, influencing mental health policy under the Mental Illness Research, Education, & Clinical Centers.

## NEW YORK, NY

#### **BURBANK, CA**

## **JUNE 2014 - SEPTEMBER 2016**

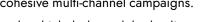
LOS ANGELES, CA

AUGUST 2018 - JULY 2021

**JULY 2022 - PRESENT** 

**BEVERLY HILLS. CA** 

# **JULY 2021 - JULY 2022**



**SEPTEMBER 2016 - JULY 2021** 

WEST HOLLYWOOD, CA



## EDUCATION.

#### OTIS COLLEGE OF ART & DESIGN MFA, GRAPHIC DESIGN

## UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

## BA, ENGLISH | PUBLIC AFFAIRS MINOR (URBAN PLANNING)

## SKILLS.

DESIGN

Adobe Creative Ste (After Effects, Illustrator, InDesign, Photoshop, Premiere), Figma, Microsoft Office Ste, Midjourney, Runway

#### **SPECIALITIES**

Creative Direction, Branding & Identity, Marketing Campaigns, Creative Strategy, Leadership

#### **COLLABORATION**

Multidisciplinary Team Management, Writing & Storytelling, Cross-departmental Coordination

## **AWARDS & PUBLICATIONS.**

#### **SAGE JOURNALS**

Feller, Sophie C, et al. "Emotional Well-Being and Public Health: Proposal for a Model National Initiative." SAGE Journals, 16 Feb. 2018.

#### **ETHNICITY & DISEASE**

Mango, Joseph D, et al. "Commentary: Community Partner Experiences in CPR: What Participation in Partnered Research Can Mean to Community and Patient Stakeholders." Ethnicity & Disease, vol. 28, no. 2, 2018, pp. 311–316.



## THE HUNDREDTH DOOR

#### 29TH ANNUAL GOLD WINNER

Non-Broadcast: Short Form Web Videos Art Director, Editor



SPECIAL 2020 AWARD WINNER Comedy: Long Form Art Director, Marketing

The	
Telly	
Awards	

## FAMILY STYLE

2020 SILVER WINNER Branded Content: Non-Scripted Series Art Director, Marketing IT'S BRUNO!

2020 SILVER WINNER Social Video: Media & Entertainment Art Director, Marketing

## 2020 BRONZE WINNER

Comedy: Long Form or Series Art Director, Marketing

**SPECIAL** 



FAMILY STYLE

**2020 AWARD FINALIST** 

Multicultural Community Engagement Art Director, Marketing IT'S BRUNO!

2020 AWARD FINALIST Pets & Animals Art Director, Marketing