

highlights & skills

Digital creative innovator at established brands and disruptive start ups:

- Styleowner.com: the first “Social Selling” fashion platform: Developed the branding, UI, guidelines, workflow process for this groundbreaking site. Featured in The Wall Street Journal, The New York Times, In Style and other media.
- Lucky Magazine: Designed/developed the first app launched at Condé Nast, first digitally watermarked ad, first website at CN devoted to Street Style and UGC. Created the first “Influencer” partnerships as part of integrated advertiser programs.

Deep knowledge of consumer trends and of-the-moment execution within beauty, fashion, retail and DTC sectors:

- Avon Jewelry: re-energized once popular category. New branding, on-trend storytelling and aspirational imagery drove category up 16%.
- Avon Home: reimagined entire category: Concepted and designed new sub-brand, Avon Living: created new “magalog” and online destination with content using Influencers, Reps, and staff. Saw 18% increase in sales and increased average order by \$30.

Repeatedly built award-winning, prolific teams from the ground up.

Hands-on management of teams across multiple creative, strategic and production responsibilities. Oversight of work allocation, budgets, shifting project scopes and accelerated time lines. Recruited talent, led performance reviews, managed staff compensation.

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experience

CREATIVE CONSULTANT: ART DIRECTION, DESIGN, CREATIVE STRATEGY, PROJECT MANAGEMENT 2017-PRESENT

> Projects span across all media: digital design, email marketing, advertising, print, packaging and photo/video art direction. Partial client list: Anthropologie, Batallure Beauty, Cohen's Fashion Optical, Fairchild Fashion Group, Girls Leadership, John Frieda, Sally Hershberger, Victoria's Secret Beauty.

CREATIVE CONSULTANT: DIGITAL ART DIRECTION AND DESIGN L'ORÉAL, IT COSMETICS 2020

> Led the art direction and design of assets for It Cosmetics' launch on Amazon. Oversaw Covid-compliant and remote model and still life photo shoots, all retouching and creation of assets. Liaised with content agency, UX/UI team and L'Oreal business partners.

> Concepted, directed, designed social media assets for quarterly activation of skincare. Directed shoot using stills and video to create social media content for all platforms. Worked with marketing to align on strategy and creative briefs.

CREATIVE DIRECTOR: PRINT, DIGITAL, PACKAGING, PHOTO, COPY AVON + MARK BY AVON 2011-2017

> Defined, developed the vision and voice for the reinvention of Avon NA and Mark, across all touch points: Advertising, digital, packaging, print, social media, photo/video, and OOH. Led the re-imagining of the iconic Avon Brochure (150+ pp produced every 2 weeks) increasing Reps' average order by 11% in its first year. Created category “storytelling” and an elevated aesthetic with top photo and beauty talent.

> Led the rebrand of Mark, attracting the trendy, millennial beauty enthusiast. A 360° relaunch with new products, packaging and content with our alliances—*Pretty Little Liars* star Lucy Hale, and celebrity hair and makeup artists—gave us earned media and brand awareness that increased the overall beauty category by 6%.

> Brought social media reach to 17MM creating the campaign, and a blitz of activity in North/South America for Sofia Vergara's first Avon fragrance. Executed large go-to-market activations like “Opening Up Avon”—moving from Rep-only sales model to DTC, and the launch of the “New Avon” creative execution across all channels.

> Created new timeline and development processes that reduced length of projects by an average of 30% through upfront alignment with key stakeholders. Initiated new brief templates, and project management tools that led to significant cost savings from less “churn” and greater accountability across departments. Trimmed \$1.5MM from creative production budget my first year—while enhancing the voice and visual aesthetic.

> Built, structured and managed the quality control and day-to-day of creative staff. Mentored and advocated for teams through consistently tight deadlines, increasingly larger workloads and shrinking staff.

(MORE)

highlights & skills

Esteemed mentor, straightforward leader, trusted cross-functional partner.

Established, long-standing relationships with accomplished designers, writers, photographers, producers and other creative talent. Respected photo/video art director who has worked with the leading talent of the day, among them:

Max Abadian	Keate
Arthur Belebeau	Sven Lindbeak
Roger Cabello	Alexi Lubomirski
Regan Cameron	Nicholas Moore
Walter Chin	Richard Pierce
Kevin Cremens	David Roemer
Victor Demarchelier	Scott Schuman
Pamela Hanson	Todd Selby
Alexi Hay	David Slipjer
Matt Jones	Kenneth Willardt

Technology: Design: Adobe Creative Suite/Cloud; **Content/web/presentation:** Adobe Spark, Canva, Constant Contact, Keynote, Mailchimp, Squarespace, Wix; **Admin/workflow:** Box Asset Management, Dropbox, Frame.io, Microsoft Word, custom PM tools.

CREATIVE DIRECTOR: INTEGRATED ADVERTISING + BRAND CONDÉ NAST, LUCKY MAGAZINE 2006-2011

> Led in-house agency's design and copy teams in the execution of 360° advertiser programs for iconic beauty, fashion and lifestyle brands. Primary contact and liaison for advertisers, agencies and vendors. Oversaw RFPs, department/project budgets, timelines, process and production.

> Managed creative execution and production for 5 years of Lucky Shops, NYC's famous shopping event, giving each year its own fully immersed consumer experience. Supervised advertiser collaborations, event vendors, on-site signage, digital, print and OOH advertising, and produced video reels for our sponsors.

> Produced some of the first Pop Up store concepts and Influencer partnerships with advertisers. Led creative execution for one of the first magazine/shopping channel partnerships: Lucky Shops on QVC.

CREATIVE DIRECTOR, CREATIVE SERVICES: DIGITAL, PRINT, EDITORIAL, PRODUCT XO GROUP, INC. (THE KNOT/THE NEST) 2004-2006

> Creative director for the "life-stage" media company, whose properties ranged from websites, magazines and television, to wedding favors and decor. Oversaw daily creative production of theknot.com, thenest.com, The Knot and The Nest magazines. Supervised creative staff, oversaw department and project budgets, shoots, print and digital production.

CREATIVE DIRECTOR, RETAIL + PACKAGING LIMITED BRANDS + SHISEIDO: AURA SCIENCE BEAUTY 2003-2004

> Led the creative team for Aura Science Beauty. Produced in-store product launch creative, advertising, environmental design concepts, gifts and gift sets. Managed staff, budgets, photo shoots, vendor production of store signage, packaging, and promotional items.

SENIOR ART DIRECTOR, PACKAGING, PRESTIGE FRAGRANCE VICTORIA'S SECRET BEAUTY 2001-2003

> Led the package design of the VSB prestige fragrance lines, including primary, secondary design, gift sets and gift items. Concepted new lines for VS stores. Supervised design team. Oversaw and approved production for primary, secondary and gift set packaging.

> Oversaw vendors, print and package run production; managed project budgets and schedules. Winner of the company's "Beauty's Best" Achievement Award and awarded "Excellence in Package Design" by Beauty Packaging media group, for overall beauty packaging category.

education

PARSONS SCHOOL OF DESIGN, NEW YORK: BFA Communication Design

Additional Studies:

New School for Social Research-Film; American College, Paris: Art History;
Bunka University, Tokyo: Textile Design