



Award winning digital creative director / designer with 18+ years experience delivering compelling and strategic interactive experiences for leading global brands, agencies, and non-profit organizations. I conceive and direct design solutions that define and build brands & products, increase market awareness, and bring my clients' stories to life while engaging the user. I excel at working on both ends of the design spectrum, from high level ideation to leading a detailed design through development.

- Dec 2008 - Present ● **EXPERTISE**
Studio Mills LLC / Principal • Digital Creative Director • Designer
 I design for large companies, small groups, and non-profit organizations. I specialize in unifying practical user interaction with engaging UI design. **Specialties:** Concepting, prototyping, brand strategy, creative direction, UX/UI design for web & mobile, video & photo shoots, video graphics & editing, style guide authoring, cross-functional team leadership, creative mentoring, directing vendors, and client presentations **Partial client list:** Honda/Acura (Razorfish), Alaska Airlines, Toyota (Saatchi & Saatchi LA), Disney/Amazon Kids (BLT Communications), National Cancer Institute, Children's Hospital of Orange County, Thinknear by Telenav, PNC Bank (TandemSeven)
- Aug 2006 - Dec 2008 ● **Walt Disney Parks & Resorts Online (WDPRO) / Assoc. Creative Director**
Representative properties: DisneyParks.com, Disneyland Resort, Walt Disney World, Hong Kong Disneyland, Year of a Million Dreams Campaign, and What Will You Celebrate? Campaign
Key responsibilities: I led the creative development of many WDPRO websites and global marketing campaigns. This body of work includes servicing all Disney Parks resorts, theme parks, cruise line, sports centers, etc., worldwide. WDPRO responsibilities included booking and reservations, web marketing, immersive media, and new technology projects. Online yearly revenue increased during that time from 200k to 1.6b. Directed and coordinated creative efforts between cross-functional teams and outside vendors; ensuring the creative integrity of each project without losing focus of the business and functional requirements set forth by the brand.
- Feb 2006 - Aug 2006 ● **Genex / Sr. Designer**
 Lead visual designer for the redesign of Lexus.com. Additionally, I authored design parameters, style guides, and visual standards.
- 2005 - 2006 ● **Yahoo! Health / Design Manager**
 I served as the Design Manager at the inception of the Yahoo! Health initiative leading the user experience & visual design of the project. I managed and mentored a cross-functional team comprised of UX & UI designers, and User Researchers. Additionally, I assisted in creation and participation of usability tests. User experience was adjusted according to the usability test results.
- 2002 - 2005 ● **Walt Disney Parks & Resorts Online / Art Director**
Representative properties: Disneyland Resort, Walt Disney World, Disney Cruise Line, and Hong Kong Disneyland. **Key responsibilities:** I led the visual design for the Walt Disney World and Disneyland Resort web site redesign, overseeing creative process for all design phases of project including: concept, look and feel, user interface design, and coordinated efforts with the design, technology, and QA teams through execution. Additionally, I authored and implemented design parameters, style guides, and visual standards. As well as, assisted in the creation & participation of usability tests.
- 1999 - 2002 ● **WeddingChannel.com / Designer**
 Lead visual designer responsible for all design phases including conceptual design, look and feel, user interface design, and flash animations. Additionally, I provided Art direction and design for the initial launch of VeraWang.com.
- 1998 - 1999 ● **Zentropy / Designer**
 Designed web sites, Flash animations, and animated banners for the following clients: Kenneth Cole, Neutrogena, Neutrogena Cosmetics, Nautica Sport Tech, GM Buy Power, Priority Records, Nicole Miller, Time Warner Road Runner Cable, Polygram, Xircom
- 1996 - 1998 ● **CitySearch / Web Designer**
 As part of the initial founding team of designers, I created websites for CitySearch communities. Worked closely with the marketing department to create animated banners for online advertising. Other responsibilities included travel to New York City to assist with the CitySearch NYC launch. While in New York City I worked on editorial feature designs and conducted training sessions.
- May 1996 ● **Education**
 BA, Fine Art, University of Southern California
- 1992 ↓ **Moved to Los Angeles**

SPECIALTIES

creative direction, user experience, user interface, ideation, visual design, interaction design, brand strategy, cross-platform style guides, prototyping, interactive marketing, responsive design, cross-functional team leadership, creative mentoring

AWARDS

- 2012 Hermes Award (Gold), May 2012: For outstanding video - Becoming A Blood Cell Donor
- 2012 Hermes Award (Gold), May 2012: For outstanding Video - Target
- 2011 NIH Plain Language/Clear Communication Award: NCI YouTube patient video series
- 2011 NIH Plain Language/Clear Communication Award: NCI Facebook page
- 2011 NIH Plain Language/Clear Communication Award: NCI New Media styleguide
- Web Marketing Assoc. IAC, 2008 – Best Microsite, Annie Leibovitz gallery
- Web Marketing Assoc. IAC, 2007 – Best Marketing Online, Expedition Everest
- Webby, 2006 – Hong Kong Disneyland Virtual Tour
- The Wall Street Journal, May 31, 2001 – Best overall design, The WeddingChannel.com
- Webby Award Winner 1997 / Travel Category – CitySearch
- How Magazine Annual Design Competition, Merit Award, 1996 – Citysearch.com
- USC School of Fine Arts, Annual Student Exhibition Merit Award, 1995
- PSI CHI National Psychological Honor Society

EXPERTISE

