

Senior Design Creative with **25+ years** experience in 360° marketing campaigns, brand design, and visual storytelling. Proven leader in Creative Direction, Art Direction, and Visual Design across various industries including luxury, skincare, and corporate sectors. Known for driving global brand alignment and delivering impactful digital and print solutions. Strong leader in cross-functional team communication and fostering collaboration. Skilled in photo direction, UX/UI design, and growing asset libraries. Award-winning designer with team accolades from Hermes, Telly, and Webby. Bilingual in English and Spanish, with a successful track record working with global brands such as Proactiv, Toyota, Paramount, and Disney.

EDUCATION:



LOYOLA MARYMOUNT UNIVERSITY, Los Angeles, CA.
Bachelor of Arts (BA) ~ Studio Art, (Graphics emphasis), May '99



UCLA EXTENSION, Los Angeles, CA.
Entertainment Studies in Film, Television & Digital Media, '03

EXPERIENCE:

► **CREATIVE DIRECTOR**, *Creative Productions Integrated Marketing Agency*
Long Beach, CA., Jan. 2024 ~ Oct. 2024

Led a skilled, integrated team in developing 360° marketing initiatives for clients in the luxury sector. Focused on brand positioning, awareness, visual storytelling, stylized key art development, and photo shoot art direction. Delivered cohesive and impactful marketing strategies and collateral across digital, print, video, and social platforms.

► **SENIOR DIGITAL DESIGNER/CREATIVE CONSULTANT**, *Alchemee, LLC. (formerly Proactiv)*
Santa Monica, CA., Mar. 2021 ~ Sept. 2023 — Hawthorne, NY., Dec. 2023 ~ Jun. 2024

- Played a key role in the rebranding of Proactiv's acne/skincare brand and sub-brands, driving **\$125M** in global sales. Supervised art direction for photo shoots, producing over **700+** high-quality assets for digital and print across **100+ SKUs** within a year. Developed interactive Global Asset Menus (GAMs) for each product line and designed retail shelves/planograms for primary and secondary products at Ulta and Target stores nationwide. Ensured consistent global brand alignment across international markets, including Japan, Canada, and the EU/UK.
- Developed ongoing high-quality creative and marketing collateral for both direct-to-consumer and business-to-business channels. Applied best-in-class design principles to execute strategies across affiliate marketing, paid and organic digital channels, website UI/UX, email, and social media platforms.
- **Served as Product Lead & Interim Creative Director as needed per leadership request.**

- **GRAPHIC COMMUNICATIONS MANAGER**, *Element Consulting, Inc.*
El Segundo, CA., Jul. 2020 ~ Mar. 2021
- **MARKETING DESIGN CONSULTANT**, *Metrolink, (SCRRA)*
Los Angeles, CA., Sep. 2018 ~ Jun. 2020
- **SENIOR DESIGN DIRECTOR**, *Creative Productions Marketing Agency*
Long Beach, CA., Feb. 2011 ~ Sept. 2018
- **SENIOR DESIGNER / TECH LIAISON**, *Disney Interactive Media Group*
Glendale, CA., Sept. 2008 ~ Feb. 2009
- **INTERACTIVE DESIGNER**, *Disney Consumer Products*
Burbank, CA., Oct. 2006 ~ Nov. 2006
- **GRAPHIC ARTIST**, *Paramount Digital Entertainment*
Hollywood, CA., Sept. 1999 ~ Jan. 2004

INDUSTRY AWARDS:

ART DIRECTION & DESIGN LEAD

- 16 – *Hermes Creative Awards*
- 5 – *Communicator Awards*
- 4 – *AVA Digital Awards*
- 3 – *Media Achievement Awards*
- 2 – *Summit, (MEA) Awards*
- 9 – *Telly Awards*
- 8 – *MarCom Awards*
- 4 – *W3 Awards*
- 1 – *Webby Award*
- 1 – *Davey Award*



TECHNICAL SKILLS:

FLUENT: *Adobe Creative Suite: Photoshop, InDesign, Illustrator, Bridge, Camera Raw, Acrobat Pro, Adobe XD, Sketch, Figma, Microsoft Office Suite: Word, Excel, Power Point*



WORKING KNOWLEDGE: *After Effects, Premiere, InVision, Jira, Workfront, Asana*

INTERPERSONAL SKILLS:

- Creative / Art / Design Direction
- Leadership / Entrepreneurship
- Strategist / Problem Solver
- Presenting / Client-Facing
- Project Management / Proactive
- Multi-Tasker / Communication
- Efficient / Organized / Adaptable
- Deadline Driven / Accountable
- Teamwork / Management

DESIGN SKILLS:

- Corporate Identity / Branding
- Web / Social / Mobile / Apps / UI
- Product Design / Wireframes / UX
- Photoshoot Art Direction / Assets
- Email / Newsletters / Ad Banners
- Photo Retouching / Compositing
- Video Storyboarding / Post Feedback
- Style Guides / Visual Brand Guides
- Digital Asset Management Decks