

## Senior Digital Designer / Brand Designer

### Brand Systems • Visual Identity • Scalable Omnichannel Design

Hands-on Senior Digital & Brand Designer with 20+ years of experience shaping brand identities, design systems, and high-performing digital experiences across various industries. Collaborative, detail-driven, and deeply invested in craft and cohesion. Strong focus on responsive web, landing pages, lifecycle email, paid media, and digital storytelling, partnering closely with product, growth, and engineering teams.

#### EDUCATION:



**LOYOLA MARYMOUNT UNIVERSITY**, *Los Angeles, CA.*

*Bachelor of Arts from the College of Communication and Fine Arts  
in Studio Art, Computer Graphics Emphasis; Minor in Art History*

#### CORE COMPETENCIES

Digital Design (Web, Landing Pages, Email, Paid Media, E-Commerce) | Responsive & Omnichannel Campaign Systems | Brand Identity & Scalable Design Systems | Motion & Video for Digital | Visual Storytelling & Campaign Design | Cross-Functional Collaboration | Asset Management & Global Rollouts

#### EXPERIENCE:

► **SENIOR DESIGNER / HANDS-ON CD**, *Creative Productions, Integrated Marketing Agency*  
*Long Beach, California* | *Remote with travel* | *2024 ~ Present*

- Led brand refresh and multi-channel marketing initiatives for cultural and luxury clients, blending hands-on design with creative direction.
- Developed flexible brand identity systems, messaging architecture, and scalable marketing assets across print, digital, and experiential.
- Directed visual storytelling, key art, and creative execution in collaboration with cross-functional teams.
- Ensured consistency, quality, and brand alignment across multi-channel deliverables supporting events, programs, outreach and fundraising.
- Designed and executed digital-first assets including landing pages, email campaigns, and social content to support engagement, awareness, and conversion goals.

► **SR. DESIGNER / CREATIVE CONSULTANT**, *Galderma → Alchemee, LLC. → Taro Pharmaceuticals*  
*Santa Monica, California → Hawthorne, New York* | *Hybrid → Remote* | *2021 – 2023 → 2025*

- Developed scalable visual systems used across packaging, e-commerce, paid media, retail merchandising, and experiential touchpoints.
- Built and maintained Global Asset Menus (GAMs) to centralize current brand and campaign assets, ensuring company-wide alignment and efficiencies across internal, affiliate, and international teams.

- Directed product and campaign photography, created shot lists, reviewed selects, and managed retouching and 3D rendering vendors.
- Designed logos, color systems, typography, packaging artwork, and print mechanicals for national and international retail as well as digital launch assets across landing pages, email, and paid media supporting DTC and retail growth.
- Collaborated closely with Brand Marketing, New Product Development, International, Regulatory, Legal, and E-Commerce teams to ensure accuracy, compliance, and consistency across 100+ SKUs.
- Led and supported internal and agency creative teams, contributing to hiring decisions, performance feedback for direct reports, and creative quality across brand, packaging, and campaign work.
- Spearheaded brand identity and design system development for multiple skincare brands and sub-brands, including Proactiv Clean and Proactiv Sun.
- Contributed to a global Proactiv rebrand supporting \$125M+ in annual sales.
- Zits Happen launch exceeded sales goals (\$295K vs \$282K), earned a Women's Health Best Pimple Patch Award, and achieved a 40% engagement lift.

➤ **SR. DESIGNER / DESIGN DIRECTOR**, *Various Integrated Marketing Agencies*

*Long Beach, California | Hybrid → Remote | 2011 – 2020*

- Created integrated campaigns and visual systems for lifestyle, retail, and cultural brands including Disney, Metrolink, and Murad, spanning digital, social, print, and experiential channels.
- Partnered with copywriters, strategists, and marketing teams to develop 360° concepts and omnichannel toolkits supporting large-scale product launches and co-branded promotions across regional and national markets.
- Executed high-volume digital assets across web, email, paid social, display, and experiential channels within established brand systems.
- Mentored junior designers and contributed to client presentations, and concept development

TOOLS: \_\_\_\_\_

**FLUENT:** *Adobe Creative Cloud: (Photoshop, Illustrator, InDesign, Bridge, Acrobat, XD, Firefly, Figma, Sketch, Pacdora, Microsoft Office Suite: (Word, Excel, Power Point, Sharepoint, Teams)*



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



Scan to view portfolio

AWARDS: \_\_\_\_\_

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

