

Senior Designer / Creative Lead

Building Cohesive, Scalable Brand Systems Across Every Touchpoint



Award-winning designer and creative lead with 20+ years of experience shaping brand systems and storytelling for global brands including Proactiv, Thermador, and Disney with expertise spanning digital, campaign, and brand identity design. Known for uniting creative vision with operational precision—bridging strategy, production, and design to build scalable systems that elevate consistency and impact across omnichannel experiences.

EDUCATION:



LOYOLA MARYMOUNT UNIVERSITY, Los Angeles, CA.

*Bachelor of Arts from the College of Communication and Fine Arts
in Studio Art, (graphics emphasis); minor in Art History*

CORE COMPETENCIES

Brand Systems & Visual Consistency | Cross-Functional Collaboration | Packaging Design | Print Production | Style Guide Development | Sustainability Storytelling | E-Commerce & Storefronts | Photography Direction & Retouching | Image Compositing | Asset Management | Digital Content Design (Web, Social, Email) | ENG/ESP

EXPERIENCE:

➤ **SENIOR DESIGNER / CREATIVE CONSULTANT**, Various Clients: Alchemee, Galderma, Taro
Los Angeles & Bay Area, Onsite, Hybrid, & Remote | 2021 – 2024

- Partnered with cross-functional marketing, e-commerce, and product teams to deliver 360° creative, from campaign concepts and landing pages to e-retail, CRM, and global brand assets.
- Developed scalable asset libraries and design systems supporting Proactiv's digital and packaging ecosystems across Ulta, CVS, Target, and Amazon.
- Collaborated with NPD, Legal, and Regulatory teams to rebrand 100+ SKUs under new ownership (Taro Pharmaceuticals), ensuring visual consistency, compliance, and efficient global rollout.
- Led sustainable visual identity for Restorative Elements, uniting digital design, product imagery, and storytelling around regenerative skincare values.
- Championed alignment between creative and performance: Zits Happen achieved a 40% engagement lift and \$295K+ ROI through cohesive storytelling and data-driven iteration.

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

EXPERIENCE: _____

► **SENIOR DESIGNER / DESIGN DIRECTOR**, *Integrated Marketing Agencies*

Los Angeles & Bay Area, Onsite, Hybrid, & Remote | 2011 – 2020

- Created integrated campaigns and visual systems for lifestyle and retail brands including Thermador, Disney, and Murad, spanning digital, social, print, and experiential channels.
- Partnered with copywriters, strategists, and marketing teams to develop 360° concepts, design assets, and campaign toolkits supporting large-scale product launches and co-branded promotions across regional and national markets, managing large-scale asset menus and ensuring quality across markets.
- Mentored junior designers and collaborated directly with clients to refine concepts and visual systems under tight deadlines.
- Client-facing representative developing digital and print campaigns for transportation and automotive clients including Porsche, Audi, Lexus, Honda, Ford, and Metrolink. Designed multi-platform creative across web, social, and dealership channels, driving engagement and consistent luxury-brand storytelling.
- Translated select campaigns into Spanish, proofed bilingual assets, and reviewed Spanish-language video edits to ensure accuracy and brand alignment.

► **SMALL BUSINESS OWNER**, *A&D Custom Photography, LLC.*

Los Angeles, CA., 2015 ~ 2018

- Owned and operated portrait photography studio specializing in photo compositing and fantasy retouching.
- Directed all aspects of creative production, from shot list creation, styling, and set direction to advanced high-resolution post-production, image compositing, quality control checks, and printer communications.
- Managed a diverse team of stylists, artists, and assistants to deliver a seamless, high-touch client experience and ensure each photo shoot reflected the highest creative and service standards.

TOOLS: _____

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



WORKING KNOWLEDGE: *After Effects, Premiere, InVision, Workfront, ProofHQ, Jira, Asana, Mailchimp, Adobe Substance 3D Painter & Adobe Substance 3D Stager*



*Scan to view
portfolio*

AWARDS: _____

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|---------------------------------------|----------------------------|
| • 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> |

50+
Industry

