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NCOMPASS

VP CREATIVE DIRECTOR

LOS ANGELES, CA

Creative + Design team leadership, crafting innovative brand strategies for global clients. Directed the creation of new business development pitches, experiential design, digital and branding materials, specializing in Entertainment, Gaming, and Esports. Created cutting-edge design solutions that exceeded clients' business goals. Managed visual and branding strategy across design and production teams, ensuring successful delivery of projects that boosted client engagement and brand visibility. Collaborated with high-profile clients including Riot Games, Netflix, EA, Activision, Ubisoft, Amazon, and General Mills, consistently driving brand recognition and market success through strategic creative direction. HIGHLIGHTS: Managed \$25 million portfolio of annual business across Agency – Built and led team of multi-disciplined creatives – 13+ Years on the Event Marketer IT List – 60+ Global Awards including a Grand EX Award, 25+ EX Awards, Cannes Lion, Hermes Creative, and Adweek Experiential.

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FOX INTERACTIVE

SENIOR ART DIRECTOR

NEW YORK, NY

Collaborated with clients to develop marketing programs that maximized engagement and delivered on KPIs. Developed creative advertising solutions for clients, specializing in UX design, gamification, and usability. Managed the entire creative process ensuring the seamless transition from new business development to concept and thru to execution. Led user testing and analysis in a proprietary usability lab, enhancing the performance of branded community pages and ad products. Created unique and immersive brand experiences, resulting in improved user experience and brand loyalty. HIGHLIGHTS: Built and managed the in-house Creative STUDIO Team – Collaborated with Product, Sales and Tech teams to innovate new Ad Products for Clients – Unilever, AT&T, Activision, Vitamin Water, and Microsoft.

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ATLANTIC RECORDS

SENIOR ART DIRECTOR

NEW YORK, NY

Directed the creation of brand strategies, campaign designs, and album artwork for a roster of high-profile music artists, working with multiple departments including Marketing, Publicity, and International. Led the design of digital marketing campaigns, driving artist branding and boosting fan engagement across interactive platforms. Managed and art-directed photo shoots with top-tier creative talent, including photographers and stylists, ensuring that each album campaign reflected the creative vision of the artist and fans. Additionally, conceptualized and executed merchandising strategies for the Atlantic Store. HIGHLIGHTS: Worked with AA music talent on multi-platinum album projects – Notorious BIG, Shinedown, Plies, Cassie, and Kid Rock – Creative campaigns contributing to 7+ Million Albums sold.

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SONY MUSIC

ART DIRECTOR

NEW YORK, NY

Created innovative album artwork, artist branding, and marketing campaigns for a diverse range of Sony Music artists. Managed cross-departmental creative projects, from strategic marketing to new media, ensuring cohesive visual branding across all platforms. Sourced and managed commercial talent, working with photographers, illustrators, and designers to bring each artist's vision to life. Directed the creative process for album artwork and tour merchandise, maintaining brand consistency while pushing creative boundaries. Collaborated with marketing teams to develop materials that supported advertising and sales efforts, resulting in increased artist visibility and fan engagement. HIGHLIGHTS: Collaborated across multiple business teams to sell over 5+ Million Albums – Partnered with Columbia Records, Epic, Sony Urban, and Sony Legacy – John Legend, Nas, Xzibit, Indigo Girls, and the Raveonettes.