

CONTACT

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CREATIVE SKILLS

Strategy
Visual Storytelling
Concept Development
Creative direction and oversight
Pre-production
Solution-oriented
Product design software
Wire-framing
Brand visual guidelines

PROGRAM SKILLS

Photoshop
Illustrator
InDesign
Figma
XD
Sketch
Procreate
Microsoft Office

CLIENTS

Tremfya
Citibank
Pfizer
Samsung
Verizon
Uber+ Uber Eats
Ally Bank
American Express
Where Are All the Black People?
Cricket Wireless
Business pitch work

NON PROFIT

Black Visionaries
Board of Directors, Head of Creative

EDUCATION

ONE School | 2021
Certificate, Art Direction (honors grad)
CSU East Bay | 2017
B.A. Graphic Design
Cañada College | 2015
A.A. Multimedia Art & Technology

EXPERIENCE

AREA 23 | Senior Art Director Oct 2023 — Current

- Concepts and executes strategic, high-quality campaigns, ensuring alignment with brand goals and maintaining excellence through all stages of production.
- Partners with cross-functional teams to transform marketing plans into impactful creative solutions informed by audience insights.
- Leads multiple projects, managing timelines, budgets, and vendor coordination to deliver exceptional results.

PUBLICIS NY | Senior Art Director May 2023 — Oct 2024

- Established brand guidelines that are adopted company-wide, ensuring a consistent and professional brand image.
- Created and manages original, persuasive and conceptually compelling work for campaigns.
- Collaborated with copywriters, strategists, and project managers to develop the content plan that aligns with the campaign goals and messaging.
- Creatively led production process from initial concept to final delivery, ensuring all projects were completed on time.

R/GA | Art Director + Culture Collective Chair March 2021 — April 2023

- Developed digital, social, and integrated campaigns, including CRM emails that improved customer retention.
- Collaborated with producers, creative directors, and designers to execute concepts across TV, print, and social platforms.
- Chaired the ERG Culture Collective, supporting Black employees through resources and advocacy.

ARGONAUT | Studio Designer February 2019 — March 2021

- Provided creative direction and feedback during the stages of production, ensuring the creative vision was faithfully executed.
- Conducted final proofing and pre-flight checks for print and digital materials, ensuring all technical specifications and file formats met production standards.
- Led rebranding for a diversity conference, creating a dynamic visual identity, promotional materials, and digital assets to boost engagement and visibility.