



ART DIRECTOR & BRAND DESIGNER

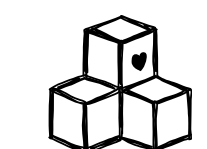
CONTACT



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SKILLS

Design

Branding, illustration, photo, UX/UI, storyboarding, social media, layout design, color, typography, video, event design, email, web, mobile app, campaigns

Business

B2B, D2C, B2C, marketing, retail, tech, start-up, agency, detail oriented, self directed, collaborative, inclusive, motivated

Software

Adobe Creative Suite, Premiere, Photoshop, InDesign, Illustrator, Sketch, Figma, Keynote, Canva, Google Suite, Procreate, Shopify, Squarespace, ShowIt

EDUCATION

B.A. Fine Art, Photography

San Francisco State,
California

PROFILE

Energized Brand Designer with a decade of experience at global brands, excelling in design and brand evolution. Renowned for transforming concepts into visual masterpieces, enhancing brand identity, and boosting customer experiences. Expert in design softwares and visual communication, I bring creativity and strategic thinking to every project.

WORK EXPERIENCE

Brand Designer | Udemy

DECEMBER 2021 - PRESENT, SAN FRANCISCO CA

As a Brand Visual Designer on the Global Brand Creative team, I create compelling campaigns and brand assets. My responsibilities include:

- Art Direction: Design, edit, and guidelines for our evergreen brand library. Photoshoots and campaigns
- Brand Designer: Developing campaigns, events, and design assets for both B2B and D2C channels. Udemy Business and Consumer channels.
- Building Campaigns: Crafting strategies for our 4 largest annual sales events to drive global sales and increase engagement by 30%. Producing over 100 assets a sale across channels.
- Evolving the Brand: Utilizing brand assets to advance our mission through live events, brand partnerships, social, and Udemy instructors.
- Producing Assets: Creating designs for campaigns, landing pages, mobile apps, emails, social media, events, and presentations. Collaborate with creatives and stakeholders to produce business results

Art Director | Media.Monks client YouTube

JUNE 2021 - DECEMBER 2021, SAN FRANCISCO CA

As an Art Director at Media.Monks, I focused exclusively on YouTube, delivering high-quality visual assets for various sub-brands. My responsibilities include:

- Art Direction: Designing daily in-app banners, email templates, presentations, and campaign assets for YouTube Music, Shorts, Gaming, TV, and Premium, ensuring consistency with brand guidelines.
- Creative Oversight: Overseeing the creative process and collaborating with teams to enhance user experiences.
- Campaign Alignment: Using campaign guidelines to create targeted assets and support promotional efforts.
- Client Collaboration: Contracted through Media.Monks to design assets that drive the success of YouTube's promotional initiatives.

Art Director | JPMorgan Chase

MAY 2017 - MAY 2021, SAN FRANCISCO CA

As an Art Director on the Chase Brand Team, I handled ReBrand guidelines and visual projects. My key responsibilities included:

- Art Direction: Established photo guidelines for the 2021 ReBrand. Directed photoshoots and edited assets for digital and retail use.
- Creative Production: Created photo/video briefs, concept boards, style frames, and design layouts. Ensured quality control for creative production across all products.
- Collaboration: Worked with cross-functional teams and agencies on design, photo, video, and animation projects. Managed pre-production, production, and post-production tasks.
- Visual Assets and Prototyping: Produced assets for web, mobile, social, retail, and print. Prototyped UI and UX designs.
- Strategy Development: Conducted research to guide UX and app design. Developed briefs, storyboards, and mood boards for campaigns.

Photo Studio Director | Blink Inc

October 2013 - MAY 2017, SAN FRANCISCO CA

As the first employee at Blink Inc Photo Studios, I played a key role in the company's growth and success. My responsibilities included:

- Company Growth: Contributed to growing the company to 5,000 users and doubling sales. Helped the company become profitable in its first year.
- Studio Management: Rolled out and managed 4 photo studios in California. Oversaw staff, equipment, marketing, and studio assets.
- Staff Management: Hired, mentored, and trained a team of 25 photographers. Created brand guidelines for photographers and customer experience.
- Brand and Social Media: Built and managed social media platforms. Collaborated with influencers, organized studio events, and brand partnerships