

Education

2006: Art Center College of Design, Pasadena CA
MFA in Media Design

2004: University of Pennsylvania, Philadelphia PA
BA in Fine Arts / Minor in Psychology
Honors: Magna Cum Laude, Dean's List 2000–2004,
member of National Collegiate Scholars

Experience

2018 – Present: Director, Experience Design, Immunomedics, Morris Plains NJ

Overseeing and developing a new enterprise design function for a fully integrated biotech company. Tasked with directing all corporate branding initiatives, establishing workflow standards and governance, and managing external partnerships. Responsibilities also include re-defining internal culture — from environmental design and programming of new offices to internal communication platforms and educational outreach.

Key early design priorities include launching a patient-facing brand with products that help build community and deliver resources to give patients a space to be heard and understood. Interactive concepts take an editorial approach to promote personal expression and self-advocacy.

2016 – 2018: Associate Creative Director, Frog Design, New York NY

Balancing close client partnerships with team leadership, directing multiple projects through all stages of development from contextual design research to final production. Responsible for guiding overall quality, mentorship, and creative vision on individual projects, while also contributing to new business pursuits and helping grow visual and interactive design disciplines across the studio.

Worked with clients (including Verizon, Molson Coors, Johnson & Johnson, Hyatt, Tom Ford, and Eli Lilly) on product and service solutions that integrated business objectives into strategic approaches and design concepts — ranging from building digital enterprise solutions at scale to focused lean interventions and internal capability building.

2014 – 2016: Creative Director, AREA 17, New York NY

April 2014 – August 2014: Apple Inc., Cupertino CA

Provided leadership for interactive design, branding, and technology projects by defining strategic initiatives and holistic digital product concepts. Ensuring a user-centered approach is carried through by directing user experience, design, and technology teams from a project's inception to completion. Responsible for maintaining close relationships with clients and management-level counterparts, with a strong emphasis on writing, presenting, and conducting business development.

2015: Pratt Institute, substitute faculty, Brooklyn NY

2013 – 2014: Senior Experience Designer, Tribal Worldwide, New York NY

Tasked with leading digital initiatives and delivering new communications, experiences, and products as a core member of DDB's digital creative ideation team. The position supports a deeper integration and collaboration between visual design, strategy, and user experience practices. Responsible for work across the agency's client roster including H&R Block, UNICEF, Exxon Mobile, Hiscox Insurance, and Alcon Visioncare.

2010 – 2013: Art Director, Be&5/Betwin, Paris, France

Directed agency's digital creative projects for clients including LVMH, Hennessy, Krug, Giorgio Armani, Carolina Herrera, Issey Miyake, Kieh'l's, and Paco Rabanne.

Selected Exhibitions / Recognition

2017: Scaled Agile Framework (SAFe) certification

2014: Webby Honoree, HRblock.com

2009: The Waterfront Center Annual Conference, Chicago IL
Featured speaker / panelist

2009: People and Coach, Guayaquil, Ecuador
Seminar instructor, *New Practices in Urban Design*

2008–2009: International VIDA Awards 10.0/11.0, Madrid, Spain
Special Mention ALAVs 2.0

2009: IMDb (Internet Movie Database) credit
Producer, Associate Producer 777 (2008)

2008: American Society of Landscape Architects (ASLA) Annual
Conference, New Jersey Chapter
Featured speaker / instructor

2008: Digital Art Festival Taipei, Museum of Contemporary Art
Taipei, Taiwan
Collaborator ALAVs 2.0

2008: FILE (Electronic Language International Festival)
Rio de Janeiro, Brazil
New Media Arts Exhibition, collaborator ALAVs 2.0

2007: Discovery Network's Science Channel
Beyond Tomorrow, Science & Tech episode 46

2007: Contributor *New Ecology of Things (NET)* Book
Publication to provide a framework for addressing challenges of a
world with networked, computational things. The NET book is a
physical portal to a transmedia publication that includes essays,
forums, interactive works, and video

2007: *Connected: Art Center Nabi*, Seoul, South Korea
Collaborator ALAVs 2.0

2007: Adobe Design Center Think Tank

2007: Beall Center for Art+Technology, Irvine CA
Collaborator ALAVs 2.0

2007: MAKE Magazine Volume 12

2007–2011: Mezza Art
Fine art collection

2006: Type Directors Club Annual Exhibition TDC 53
Citation for Typographic Excellence

2006: *Speculative Objects — Creative Possibilities and Critical
Reflection*, Pasadena CA
Master's Thesis project exhibition

2006: ACM 2006 Interactive Arts Exhibition, Santa Barbara CA
Paper published in the ACM Library and participated in the
Interactive Art Exhibition: Networked Realities & Prospective
Locative Hacks

Experience

2007 – 2010: Project Designer, WET Design, Los Angeles CA

Developed visual and experience design concepts for high profile global architecture, urban design, branding, and interactive projects at venues such as Lincoln Center in New York, City Center in Las Vegas, and Burj Khalifa in Dubai. Project Designers integrated design, media, and technology into tangible environmental installations — and executed prominent business development roles by overseeing creative teams, building sustainable client relationships, planning new business ventures, and extending brand narratives with strategy and marketing presentations.

2006: Graphic Designer, Alfalfa Studio, New York NY

Worked in the design studio of Rafael Esquer. Clients included AIGA, Future Brand, and Pentagram.

2005: Graduate Funded Research, Art Center College of Design

Sponsored by Sun Microsystems Laboratories, a project addressing the deployment of smart networked sensors and wireless personal information devices. Emerging technology prototypes were designed to interact with this fluid environment of tangible artifacts and the data-spherzzes that surround them www.newecologyofthings.net

2004: Graduate Funded Project, Art Center College of Design

Design research initiative in collaboration with Hewlett Packard's Consumer Applications and Systems Laboratory.

2004 – 2012: Speculative Design

Design consulting positioned across multiple disciplines encompassing interactive design, branding, environmental design, and artistic experience.

2002: Designer, Lowe Middle East North Africa, Dubai, U.A.E

Accounts included Unilever, Emirates Airlines, and Johnson & Johnson.

Selected Exhibitions / Recognition

2006: Cold Storage project series, Los Angeles CA
Herding Blimps solo exhibition

2006: Maker Faire, San Mateo CA

First annual DIY technology fair hosted by O'Reilly's MAKE magazine

2005: First Flocking and Feeding, Pasadena CA

The New Ecology of Things exhibition supported by Sun Microsystems at Art Center College of Design