

## PROFESSIONAL SUMMARY

Strategic creative and operations leader with 10+ years of experience driving brand transformation, business alignment, and scalable growth for Fortune 100 clients. Adept at scaling global teams, optimizing creative systems, and aligning design strategy to revenue, retention, and client KPIs. Skilled at bridging creative vision and business outcomes, collaborating across UX, marketing, operations, and executive leadership to deliver transformational results.

## WORK EXPERIENCE

### Channel Lead for Google Play, HH Global | 2018 - Present

- Progressively promoted through five roles supporting the Google Play account, advancing from production execution to global strategic leadership roles.
- Lead a 25-person cross-functional team spanning design, operations, and project management; scaled the team from 3 to 25+ by identifying growth opportunities and securing headcount aligned to business needs.
- Serve as a key liaison between Google Play leadership and HH Global, maintaining active creative strategy oversight while bridging business objectives and creative outcomes.
- Directed a channel-wide QBR strategy that connected creative deliverables to client KPIs, revenue targets, and retention goals, elevating creative reporting into strategic business storytelling.
- Oversaw a global brand refresh in collaboration with UX, marketing, supply chain, and external agency partners, driving platform-wide visual consistency and cross-functional alignment.
- Led strategic process improvements that increased marketing design request output by 2,325%, scaling operations to meet growing client demand while maintaining creative quality.
- Led the redesign of a global product suite across 42+ countries, introducing a new form factor and visual identity; developed scalable templates, trained the creative team, and delivered production-ready assets for 500+ SKUs.
- Spearheaded a 96% reduction in card order production time by implementing cross-functional process optimizations and scalable workflow systems.

### Freelance Designer for Google Play (via Aquent) | 2016-2018

- Co-led the redesign of the global Google Play gift card suite, collaborating with internal and external partners to translate creative direction into production-ready print and digital assets.
- Executed localized retail strategies across 33+ countries, ensuring consistency and adaptability.
- Developed scalable signage systems and microsite templates for global use.

### Freelance Designer, Wells Fargo Private Bank | 2015-2016

- Hired for a one-month contract and extended long-term to support the in-house creative studio with large-scale print and web design projects across Wealth Management and Private Banking.
- Designed and coded over 160 HTML emails, plus mobile platform redesign, event materials, presentations, and infographics — all aligned with brand standards and financial compliance.
- Re-engineered internal studio forms and created Photoshop droplets to streamline workflows and improve operational efficiency across creative processes.

### Creative Director, Pop! Promos | 2013-2014

- Promoted from part-time Email Designer to Creative Director based on performance and leadership; built and led both in-house and overseas design teams.
- Increased creative output by 900%, scaling daily mock-ups from 6 to 65 through process optimization and team mentorship.
- Developed and enforced brand guidelines across four company brands, ensuring consistency across web, email, and print campaigns.
- Partnered with suppliers to create new product designs, custom packaging, and marketing materials — reducing costs by 40%.

## CORE SKILLS & COMPETENCIES

- Strategic Planning & Execution
- Cross-Functional Team Leadership
- Global Brand Strategy & Development
- Creative Operations & Process Optimization
- Business Storytelling & Executive Communication
- Client Engagement & Relationship Management
- Scalable Systems Design & Workflow Improvement
- Digital Asset Management & Governance
- Team Development, Coaching, & Mentorship
- Operational Excellence & Revenue Growth Alignment

## TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, AfterEffects)
- Figma
- Canva
- Project Management & Collaboration Tools: Asana, Trello, Miro, Airtable
- Basic HTML/CSS
- Email Marketing
- Print Production
- Google Workspace
- Microsoft Office Suite

## EDUCATION

### Bachelor of Science in Graphic Design

The Art Institute of Philadelphia