



Originality is the foundation of creativity.
See the possibilities. Foster fearless thinking.
Cultivate positivity. Inspire imagination.
Do something just because. Originality fuels
our passion for greatness.

Seek. Inspire. Lead. Elevate. Create.





I love what I do—being passionate is critical to success. Anyone can learn the technical aspects of a job, but you can never learn passion. **Concept. Craft. Change.**

EXPERIENCE

Associate Creative Director / Sept 2022 - May 2025

TEAMONE, PLAYA VISTA, CA

Visionary Leader at the Forefront of Digital Transformation in Luxury Automotive

A forward-thinking creative and digital content creator with a proven record of delivering innovative, high-impact brand experiences at scale. As Associate Creative Director of the Lexus Platform Experience at Teamone, led the vision, strategy, and execution of Lexus's flagship digital ecosystem—redefining how millions engage with the brand online and in dealerships.

Pioneered Lexus's first seamless 360-degree vehicle experience, blending exterior and interior journeys into a fully immersive digital showroom. Leadership spans configurators, retail tools, and e-commerce platforms, ensuring a premium, unified customer journey. Positioned at the intersection of creativity, technology, and business, consistently championing innovation that strengthens brand identity and elevates luxury digital storytelling.

If you've recently explored, configured, or purchased a Lexus—online or in-store—you've likely experienced this work firsthand.

- Delivered successful digital launches for major Lexus models, including GX and TX, with dynamic day or night lighting and multiple location options
- The successful enhancement of the new 360 experience on Lexus.com led to increased traffic and higher user engagement
- Oversaw execution of 20,000–50,000 CG assets per vehicle, maintaining consistency and premium quality
- Worked closely with Lexus clients to develop innovative digital solutions that enhance the premium consumer experience
- Managed teams of 60+ across CGI, UX, production, and strategy, streamlining collaboration and delivery
- Collaborated with UX designers and tech teams to optimize website performance and integrate high-fidelity static and video content
- Balanced strategic vision with hands-on execution, ensuring alignment with brand goals and user experience excellence

Senior Art Director / Aug 2021 - Sept 2022

WUNDERMAN THOMPSON, PLAYA VISTA and ORANGE COUNTY, CA

Lead creative focused on conceptualizing, designing, and delivering innovative campaign work across UCI Health and Microsoft product launch web pages and projects. Championed bold, strategic thinking while ensuring creative aligns with client goals and exceeds expectations.

Directed and managed multidisciplinary creatives—mentoring designers, junior talent, freelance writers, and production artists. Cultivated a supportive, forward-thinking culture while maintaining high standards in execution and client engagement. Implemented efficient workflows that enhance creative quality and strengthen brand presence across digital platforms.



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EXPERIENCE

Associate Creative Director / June 2017 - May 2020

Senior Art Director / June 2007 - June 2017

SAATCHI & SAATCHI, EL SEGUNDO, CA

Creative Content Lead | Digital Storytelling & CGI Innovation

For every new vehicle reveal, launch, or product update, our Content team is the first to concept—establishing groundbreaking ideas to create and design original content. From an AR mobile experience at the Auto Show to designing Toyota.com Vehicle Reveal Pages, our integrated work and deliverables challenge us to constantly evolve our communication and storytelling through the latest digital and print channels.

Spearheaded Toyota's first fully custom CGI video and stills production—setting a new standard for scalable, efficient content creation. Manages cross-functional teams, oversees CGI pipelines, collaborates closely with UX, strategy, and production to align with brand goals. Orchestrates all aspects of the creative process, including asset selection, and manages external resources such as photographers, DPs, post houses, CGI art houses, web and interactive subcontractors, illustrators, freelancers, and printers.

Senior Art Director / February 2002 - May 2007

Art Director / February 1998 - Feb 2002

THE DESIGNORY INC. LONG BEACH, CA

Lead concept development, design, and art direction for asset creation across vehicle reveals and launches, collaborating closely with copywriters and the marketing team to deliver strategic, integrated creative solutions. Oversee the entire creative process—from selecting photographers, illustrators, and print materials to managing production and press checks—while mentoring designers, junior creatives, freelance writers, and production artists. Key deliverables include photography, CGI imagery, the Designory Brand Book, Nissan USA and Canada brochures, Nissan Accessories, POS displays, Auto Show promos, and web content.

Graphic Designer

WHITE PLUS DESIGN, EL SEGUNDO, CA

Responsible for concept and design, display graphics, packaging and print promos.
Mattel, Playmate Toys, Star Trek Toys and Sony Toys

SKILLS

Experience with Adobe Creative Suite, Keynote, MS Outlook, Powerpoint, Excel, Word, AR, Banners, Branding, Brochure, CGI, Unreal Engine, Corporate Identity, Design, POS, Editing, Experiential, Interactive Online Video, Packaging, Platform, Print, Retail, Rich Content, Retouching, Image Manipulation, Post Production(stills, videos), Short Form & Long Form Video, Scripts, Social Media, Figma, Storyboarding, UX (basic knowledge), Wireframe.

EDUCATION

California State University, Long Beach, CA / BFA Graphic Design

California Institute of The Arts, Valencia, CA / Visual Communications

State University of New York at Purchase (SUNY) / Fine Art Drawing and Painting

STATUS

US Citizen, no work authorization or sponsorship required.

