

Senior Designer/Art Director with a passion of working on global iconic brands and retailers. Proven ability to translate brand strategy into eye-popping and culturally relevant creative across all consumer touch points including: video content (digital and broadcast), print, social, environmental, retail, packaging, and ecomm.

Open to Relocation.

## SENIOR LEAD BRAND CREATIVE (2017 - CURRENT) // LEAD BRAND CREATIVE (2016 - 2017)

Mattel, Barbie & Fashion Dolls Brand Design Team - Global Marketing Communications · LA, California

- Effectively translate all Girl Doll brands and develop visual communication materials that support brand strategy to multiple target consumers and global markets.
- Create compelling creative solutions that are on-brand, can be scaled globally, and can translate across all mediums including broadcast (tv commercials), video content, print and digital advertising, OOH, style guide creation, brand pitches and launches, photography and video art direction, trade show environments, experiential, exhibits, merchandising, retail marketing, and social media content.
- Collaborate with team in a positive and productive manner including partnering with copywriters, producers, marketing partners, agency partners, outside vendors, fellow designers, and mentoring seasonal interns.

**IP and Licensed Brands:** Barbie, Polly Pocket, Cave Club, DC Superhero Girls, Trolls, Spirit, Hello Kitty

### Project Highlights and Achievements:

- Utilized my experiences in photography art direction to expand my skill set to be a key creative lead on broadcast and video content for all doll brands to create new product driven advertising.
- Created purpose driven, evergreen content for Barbie's social media channels that helped to set up our future agency partner for success. Worked with our social management team to create Barbie's first ever Giphy account which led to the launch of other brand accounts.
- Created the style guide for Barbie's 60th Anniversary that was scaled globally in all markets to communicate the brand message, inspiring girls since 1959.
- Branded and developed Mattel's first ever, company wide, internal creative conference, CreativeCon.

## SENIOR ART DIRECTOR (2013 - 2016) // ART DIRECTOR (2012 - 2013)

TPN Retail - Omnicom Group, Shopper Marketing Agency · Dallas, Texas

- Create concepts and visual designs that meet the strategic parameters of the creative brief for 7-Eleven for projects that include monthly in-store kits with elements of over 400 pieces of Retail POP.
- Design projects that follow 7-Eleven brand guidelines including logo development, consumer sales promotions, and point-of-sale style guides that successfully translate to print, mobile, digital, and OOH.
- Proven ability to multitask a variety of projects and duties within a fast-paced environment on tight deadlines.

**IP Brands:** Slurpee, Big Gulp, Big Bite, 7-Eleven Coffee

### Project Highlights and Achievements:

- Branded and developed the creative look and feel for the company's summer program, #AWESUMMER, that was translated across print, mobile, digital, and OOH.
- Branded and developed the creative look and feel for the company's 50th Anniversary of On-The-Go Coffee to help lift coffee sales for the year and create customer awareness.
- Creative Lead on the team for 7-Rewards to help create in store awareness of the new app.

## SENIOR DESIGNER (2010 - 2012) // DESIGNER (2009 - 2010)

Gemmy Industries, Consumer Product Packaging and Retail Marketing · Dallas, Texas

- Design multiple product-line looks and style guides from concept, photography art direction and mock-up, to finished production-ready packaging for our in house brands, large retail and license partners.
- Incorporate effective package designs to help build buying experiences for the customer including Plan-O-Gram design in 3D design software (SketchUp), POP Displays, and Pallet Displays.
- Communicate with retail buyers, out-sourced design agencies and photo studios to complete high volumes of production packaging during peak seasons.

**Retail Partners:** The Home Depot, Target, Walmart, Menards, Lowe's, Kmart, Sears

**Licensed Brand Partners:** Disney, Hello Kitty, Peanuts

### Project Highlights and Achievements:

- Developed the creative look and feel for the company's first ever Lawn and Garden product category that helped to launch the program in all National Lowe's stores thus expanding this category into other retail buys.
- Redesigned the IP Lightshow brand packaging style guide and photography art direction for all major retailers that was translated across North and South America.
- Utilized and taught the creative team Sketchup, 3D design software, to create Plan-O-Grams and POP Displays to help the Sales team pitch seasonal product programs to retailers.



LET'S CONNECT!

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## EXPERTISE

### BRANDING

Identity  
Print  
Packaging  
Retail/POP  
Invitations/Event

### TRADITIONAL

360° Integrated  
Campaigns  
Broadcast  
Out of Home  
Collateral  
Environmental

### CONTENT

Photography  
Art Direction  
(Talent, Lifestyle,  
& Product)  
Video Production

### DIGITAL

Social Media  
Paid Media  
Ecomm

## BFA // GRAPHIC DESIGN

The Art Institute of Dallas

Winner Best Portfolio  
Circle of Excellence Award

## ADOBE CREATIVE JAM 17

LA Design Festival

Winner People's Choice