



CREATIVE DIRECTION
UX/UI
STRATEGY

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Work Experience

Interactive Design Consultant

Think Abe. 2012–2016

Provided elegant, but practical solutions to complex UX challenges and guided the intersection of interface design and visual design for Samsung IoT app store (via Bletchley Park) and Oral-B iOS app (via iconmobile).

Interactive Art Director

A Hundred Years. Los Angeles, CA. 2010–2012

Guided systems-thinking, led UX design, and ensured highest quality design for clients such as TED-Ed (7x Webby Award Winner), La Plaza de Cultura y Artes, UCLA Health Systems, Inside Out Project, and The Smithsonian.

Interactive Art Director

MashOn. Los Angeles, CA. 2007–2010

Directed, managed and mentored a creative team to design and develop Planetwide’s print-on-demand, white-label e-commerce platform. Clients included MGM, Dilbert, EA, FX, Sports Illustrated, and Atlantic Records.

Designer

Yahoo! Inc. Santa Monica, CA. 2007

Collaborated with internal design team to launch Yahoo Summer Movie Guide, Yahoo Kids Holiday Gift Guide, and Yahoo Shine web products that established new design standards across the Yahoo! platform.

Production Designer

Schematic. Los Angeles, CA. 2006–2007

Developed innovative interactive advertising solutions for ABC, Microsoft, Nissan, Target, and Warner Bros. My contributions included flash design, 2D animation and motion prototype design.

Education

The Art Institute of California - Los Angeles

Interactive Media Design, Bachelor of Science, 2006

Awards

7x Webby Award & People’s Voice Award 2013–2015:
TED-Ed for Education & Best Practices.

Skills Overview

Brand Partner & Thought Leader

By fully understanding brand values, strategy, and vision I have a keen sense for effectively translating a brand into an elegant, systems-based user experience.

Human-Centered Creative

As a strong conceptual thinker I have the ability to understand customer needs, motivations and behaviors and translate them into user-centered solutions that utilize a strong creative process, ux thinking, and intuitive interaction models.

Design Manager

Having a strong understanding of how design decisions translate to technical execution I implement concepts that are scalable across multiple screens. Utilizing prioritized actionable steps I am able to guide a team through the creative process and deliver deadlines on time.

Creative Leader & Mentor

Striving to deliver high quality design, develop my creative strengths and learn new skills I set an example and encourage a pursuit of the highest creative output in the creative teams I lead and mentor.

Services

Creative Direction
Art Direction
Design
UX
Strategy

Tools

Adobe CC
Sketch
OmniGraffle
Prototyping Tools
App Emulators

*References available upon request.