

Creative Director and Design Lead, with a dynamic background in fashion and consumer-facing products. Specializing in 360 creative development, I craft impactful solutions that drive user engagement, business growth, and brand success. With expertise in user-centric design, multi-channel strategies, and leading teams to build seamless ecosystems across all marketing needs, I deliver exceptional results across various platforms.

2022-2025 Freelance and beyond! As a versatile creative UI/UX/CX hybrid designer, I specialize in creative direction, product design, and branding, including photoshoots and more, while utilizing my expertise in Figma and Adobe Suite. My work spans websites, marketing across all digital ecosystems, design systems, AI chatbots, e-commerce shops, apps, touchscreens, and social content Reels/Shorts/Teasers. Currently, I am streamlining a design system across 75 brands through collaboration with UX and development teams in design sprints. I excel in creative development, delivering innovative and impactful solutions for marketing campaigns and product launches that achieve scalable results. I've collaborated with leading brands such as Ann Inc., Coach, Bloomingdale's, Macy's, Chase, American Express, Hyland, TD Bank, Delta, and agencies like Area23, Digitas, Havas, BGB, Vertic, Grey, Ogilvy, and more.

2022 MRM, Remote – Creative Director & Design Lead

- Directed the creation of a comprehensive brand CRM program and care program, utilizing data-driven insights to effectively reach both consumers and healthcare professionals
- Built, managed, and motivated a fully remote team of Art Directors, designers, and writers, resulting in the development of a highly successful creative platform for a \$10 million account
- Collaborated closely with strategy, project management, account, and development teams to ensure seamless project timelines, resource allocation, and concept development
- Led the creative team for the successful brand launch of LEQVIO, an injection therapy targeting LDL-Cholesterol
- Developed and executed impactful HCP and DTC social campaigns, effectively engaging physicians and patients
- Demonstrated outstanding performance, leading to increased business growth between the agency and the client within a short timeframe

2016-2022 HAVAS TONIC, New York, NY – Creative Director & Design Lead

- Spearheaded digital creative direction and production for high-profile clients such as Sanofi Genzyme (TeamingUpForDiabetes, Toujeo, Lantus, Soliqua, Zynquista, Admelog), Zicam, Prolia (Amgen) GSK (Dovato, cabenuva, Team Conext, APL, Nucala, COPD, Trelegy, BREO, Anoro) VACEPA and Alcon (PATADAY)
- Led effective digital campaigns, orchestrated brand launches, excelled in new business pitches, and consistently saved agency costs through technical and design expertise.
- Acted as the primary liaison between all departments and brands, serving as the client-facing creative lead
- Collaborated with account and strategy teams to ensure alignment of clients' brand tone and agency's point of view
- Managed art directors, designers and UX designers throughout the advertising process, from initial creative briefing to concept development and final production
- Mentored and provided guidance to creative teams on best practices for UI design, digital design systems, responsive site design, and social media and AI chatbots

2014-2016 FOUNDRY9, New York, NY – Associate Creative Director

- Led the creation of engaging banking apps and other digital experiences, employing innovative gamification strategies to captivate and connect with target audiences
- Successfully executed comprehensive creative direction and design solutions for high-profile clients including TD Bank, Lincoln Financial Group, Chase, AARP, Marriott Hotel, Ritz Carlton, Delta, and Unilever
- Provided effective supervision and mentorship to a team of junior designers, facilitating their growth and development while imparting invaluable knowledge of digital best practices
- Fostered collaborative partnerships with programmers and engineers to deliver exceptional results in responsive design, iPhone apps, and cutting-edge mobile-centric experiences

2012-2014 CDM NY, New York, NY – Associate Creative Director

- Clients included Xarelto, Mallinckrodt, Zyvox, Tygacil, Lipitor, Avastin, Rituxan, Biogen, FLECTOR Patch
- Spearheaded the art direction, concepting and UI for digital ad campaigns and marketing materials
- Directed the production of various digital projects, including websites, banners, emails, iPad apps, and mobile-based programs
- Supervised a team of junior designers, providing guidance and training in digital best practices

2005-2012 ANN Inc, New York, NY – Associate Creative Director

- Art Directed the user interface (UI) design for Ann Taylor and Ann Taylor Loft e-commerce platforms and CRM programs
- Led the weekly Style Closet editorial, showcasing the latest brand offerings and providing styling tips
- Oversaw the production of interactive marketing materials for Ann Taylor and Loft

AWARDS DTC NATIONAL BRONZE for Teamingup for Diabetes
FCS Financial Communications Society for Lincoln Financial Group (3 Awards)