

creative brand strategy art and design

Highlights

Solo Exhibitions

Bellevue Art Museum

Public Art

At Ease, Freeway Park // Tom
Douglas Building // KAVU Storefront
// UW Nurse Log // Microsoft Mural

Designed Spaces

East Trading Co. // Sealevel Yoga //
Burbs Burgers // Dynasty Room //
Open Square Offices

Skills

Photoshop, Illustrator, InDesign,
Final Cut Pro, Premiere, Lightroom,
SketchUp, Microsoft Office Suite,
and multiple point-of-sales and
social media programs.

Education

Golden Gate University

Masters of Science in Marketing
& Brand Strategy (1 of 2 years)

Seattle Pacific University

B.F.A Visual Communications
Graphic Design

B.A. Business Marketing & International
Business

References

Sonya Simmons (Spotify GWS Director)
ssimmonds@spotify.com

John Keatley (Keatley Inc.)
john@keatleyphoto.com

Tessa Andrews (Paxson Fay)
tessa@paxsonfay.com

Cal McAllister (Paper Crane Factory)
cal@papercranefactory.com

Mikhael Banut (Global EGD PM)
mbanut@linkedin.com

Creative Director Acrylicize _____ 2021 - Present

- Created, developed, and managed a new P&L sector of the business which delivered over 3 million in gross revenue in the first year of operations.
- Collaborated with marketing, finance and PR departments to deliver budgets and KPIs to stakeholders. Lead creative teams and resourcing on up to 8 projects at a time.
- Directed global workplace marketing campaigns for Spotify, LinkedIn, and Netflix which increased their talent acquisition and hiring potential by over 200%.
- Led our internal self-initiate R&D program creating 5+ self-initiated projects per year, including 3 public art installations across North America and an ongoing gallery space.
- Refined our company's vendor & fabricator strategy to better integrate with our creative process resulting in consistency of work while allowing flexibility.

Lead Designer Acrylicize _____ 2019 - 2021

- Worked with Managing Director to set hiring strategy. Led concept and design for US projects with an internal team which tripled in the first 2 years (6 to 18).
- Developed multiple self-initiated projects and started the framework for our in-house R&D Lab. Projects included Seattle Design Festival and a Rotating Gallery Space.
- Creative lead for pitches or proposals and ran client-facing AOR presentations or strategy workshops with large global clients and municipal-focused works.
- Produced 40+ commercial works of art from sketch to installation varying in scale from large public sculpture to mixed media murals. Won a Global SEG Award for Spotify's NYC workplace design.

Strategic Brand & Design Consultant Freelance _____ 8+ years

- Created unique brand narratives, strategies, and positioning for over 30 organizations, from established global product brands to new hospitality-related spaces. Includes: LinkedIn, T-Mobile, Blackrapid, Logitech, DynastyRoom, IDS West, Sealevel Yoga, Electric Coffin, and Burbs Burgers.
- Worked with over 20 unique brands to develop strategy in naming, brand guidelines, physical spatial design, digital spaces, print collateral/packaging, and digital media.
- Crafted creative campaigns for brands focused on new media initiatives with a strategic PR output approach.

Art & Media Director Electric Coffin _____ 2015 - 2018

- Worked as an art director and producer as the sole employee supporting the 3 principals growing the company to 21 employees within 2 years.
- Developed our annual marketing strategy to support our art-forward approach in order to differentiate ourselves in the industry.
- Rebranded and redefined the overall value proposition, targeting specific industries, and aligning strategic campaigns with ROI goals. Helped developed pitch strategies.
- Led a team of designers and project managers to deliver award-winning work for; REI, Zillow, Value Village, Seahawks, Meta, Amazon. Was awarded both a Shorty and Addy award for our 'Think Reuse' campaign in collaboration with Edelman.
- Art directed and produce activations and media plan. Worked with a multi-disciplinary team of story tellers, artists, producers and PR firms to amplify the message of our work through various forms of media.
- Conceptualized and generated self-initiated projects, included: experiential installations, collaborative art exhibitions, and many in-house projects.
- Led and spatial designed and branding of several hospitality businesses. Part of a team who was nominated for 3 James Beard Awards and winning 1 for restaurant design.

Integrated Producer Keatley Inc. _____ 2012 - 2015

- Worked as the sole full-time collaborator to artist/photographer John Keatley.
- Created highly conceptual, award-winning advertising campaigns with a team of collaborators for creative agencies and brands direct.
- Focused on integrating photo and video media into larger advertising campaigns including large scale set designs and immersive installations.
- Expanded our services into motion where we co-produced and directed advertising shorts and music videos for clients such as Hotel Tonight, Expedia, Macklemore, TopPot Doughnuts, Amazon, MoMA, Sparkling Ice, Washington State Wine.

Brand Manager MiiR Inc. _____ 2011 - 2013

- Managed a team to define the narrative of MiiR's "Product To Project" model. In charge of implementing across all retail markets and in their flagship store of Seattle.