

A creative director with a passion for creating desirable brands and immersive interactive experiences.

With over 15 years commercial agency experience, I have built a reputation for consistently delivering exceptional design work whether it's leading a team on a global website, creating a winning new business pitch, or developing a high profile campaign launch.

Combining brand and business thinking, expert technical knowledge of UI design, storytelling, anthropology and sociology with creative leadership, my work is always highly crafted, emotionally engaging and user friendly.

**Clients**

- P&G
- Hostess
- Energizer
- International Hotel Group
- MARS
- Gillette
- Amazon
- Bacardi Brands
- ConAgra Foods
- McCormick
- Airheads
- Tide

**Awards**

- Effies
- W3
- Cannes
- Cincinnati Addys
- National Addys
- One Show
- Clio
- Revvies
- Team P&G Awards
- Webby



**EXPERIENCE**

<b>Kroger</b>	<a href="#">Senior Manager Product Design / Health and Wellness</a>	04/22 - PRESENT
	Responsible for the leadership, direction, and overall collaboration of product designers on the Health and Wellness team, specifically related to the customer facing properties and experiences in the CX pillar. Kroger Health app, Kroger Health website, Kroger Health CRM and Accounts. Fosters an environment of innovation while bringing an element of creativity and storytelling to all experiences, both customer facing and internal. Leads entire UI (visual UX) team for the whole Health and Wellness group while incorporating a focus on the craft of visual design. Partnering with other disciplines and pillars (marketing, Product Management, Engineering, Creative Services, to break down barriers and open up ways of working within the Kroger internal ecosystem.	
<b>GREY</b>	<a href="#">Group Creative Director</a>	07/15 - 04/22
	Leads entire commerce and traditional group of creatives while ensuring the best work and strategic implementation for global brands. Responsible for creating awarding winning work, innovative campaigns, and communication that speaks to consumers in an authentic way while challenging clients and partner agencies to tell compelling stories that connect emotionally with their target audiences.	
	Created and led the commerce practice at Grey Midwest including eCommerce, shopper marketing, in-store display, activation, and social commerce. Responsible for creating and implementing a vision for the group while promoting capabilities and inspiring internal stakeholders and clients.	
<b>Possible</b>	<a href="#">Creative Director</a>	02/12 - 07/15
	Created design concepts, implemented marketing strategies and developed digital campaigns. Supervised and directed team of artists, designers, and copywriters while participating in the strategic shaping of agency's business goals. Experience leading campaigns and new business teams, traditional, digital, and social advertising, merging the worlds of art and science to build client's brands.	
<b>Bridge Worldwide</b>	<a href="#">Art Director Interaction Design</a>	06/11 - 02/12
	Responsible for shaping the design and creative vision for the visual direction and user experience of all digital properties for clients. Addressed marketing and communication challenges by leading teams to bring ideas to life creatively. Implemented best-in-class design and interaction principles to ensure the integrity and success of all consumer facing and internal client products.	
	<a href="#">Senior Experience Planner</a>	07/10 - 06/11
	Provided strategic and creative experiences for all websites and consumer interactions within the digital ecosystem for the world's largest, and most famous brands. Collaborated across disciplines, while providing best-in-class experiences by advocating for the consumer and creating systems for successful interactions. Conducted user testing, facilitated stakeholder interviews, and managed rapid prototyping to ensure the highest level of learning was applied to the product.	
<b>Systems Insight</b>	<a href="#">Creative Lead</a>	05/02 - 07/10
	Led all aspects of the creative product including the design, copywriting and development of all web products. Responsible for the creative integrity of all deliverables, as well as client presentations, product training, and new business pitches.	

**EDUCATION**

[Northern Kentucky University](#) 08/94 - 12/99  
B.A. Anthropology / Sociology

**SKILLS**

art direction	motion design	ethnography	coding	deck design
storytelling	photography	leadership	ux/ixd	video direction
sketching	facilitating	collaboration	print design	new business
web design	presentation	mentoring	campaign ideation	conceptual design