

## Background

Digital Marketing | Web Development | Social Media | Video Game Development

## Skills

Creative Strategy | User Interface, Experience & Graphic Design | Presentation | Team Management

### **Creative Director**

Apr 2021 - Current

Blaedel Studios, Beverly Hills

At Blaedel Studios I have the flexibility of working on high-level client marketing strategy, while simultaneously getting to enjoy the craft of being a creative. My clients have been varied - from the design and development of e-commerce websites for beauty/health clients to conceiving and designing marketing campaigns for the Oculus VR platform.

Clients: Oculus, Sabio, Skincode LA, Future Teaching Institute

### **Creative Director**

Oct 2019 - Mar 2021

Stellar Agency, Torrance

I joined Stellar in 2019, where I led creative on three accounts - PSI, Port Of Long Beach, and Sixty Four & Hope. PSI was a complex system design project, helping users navigate booking online training courses. The Port Of Long Beach engagement was focussed on identity design, the redesign of the POLB logo, and creative oversight for the new identities consistent adoption across all marketing efforts at POLB. For Sixty Four & Hope, a new cannabis wellness brand, my team and I designed a comprehensive set of production ready comps that detailed the complete Sixty Four & Hope user shopping flow for their mobile-first e-commerce website.

Clients: PSI, Port Of Long Beach, Sixty Four & Hope

### **Creative Director**

Feb 2019 - Oct 2019

Seasons Communications, Marina Del Rey

The University of New Mexico was the primary client for Seasons and my time there was initially spent working on the redesign of the Health Sciences Center find a doctor tool. Through multiple visits to the campus, I also collaborated with department heads to establish and execute on a social media strategy for several campaigns.

Clients: University Of New Mexico

### **Creative Director**

Aug 2014 - Jan 2019

Razorfish, El Segundo

As Creative Director on the Honda account, I led a team of Art Directors, Designers and Copywriters in the redesign and day-to-day maintenance of the Honda autos website. My responsibilities included setting out the vision for vehicle launches, collaborating on concepts with my user experience and developer counterparts, overseeing photoshoots/CGI asset creation with external vendors, and regularly presenting the teams work to a variety of demanding Honda clients.

While at Razorfish I also headed up creative for the LA social media team. I oversaw the development of brand campaigns and content creation for a number of accounts simultaneously, working closely with social media strategists and planners.

Clients: Honda, Acura, ASICS, Phillips 66, 76, Oracle, Bank Of The West, Holland America, Smart & Final

## **Lead User Interface Artist**

Apr 2010 - Aug 2014

Treyarch, Santa Monica

As the head of UI, I directed a team in the creation of numerous interfaces for each of the three main pillars of the Call Of Duty Blacks Ops franchise - Multiplayer, Campaign, and Zombies. My team collaborated closely with the user experience and engineering teams to wireframe and then visualize the substantial set of menu systems, achievements, and in-game awards needed for this billion dollar entertainment juggernaut.

Titles: Call Of Duty Black Ops I & II

## **Associate Creative Director**

Feb 2008 - Apr 2010

Razorfish, Los Angeles/San Francisco

Intel was my primary client at Razorfish and I oversaw the redesign of Intel.com. I also worked on several marketing projects for Microsoft where I pitched and sold through concepts before overseeing production with teams in both the Razorfish San Francisco and LA offices.

Clients: Intel, Microsoft

## References

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## Education

Bachelor's Degree (BSc Hons Digital Art) | University Of Plymouth, UK | Graduated 06/99