



Senior brand designer with 10+ years of experience bringing complex brands to life across campaigns, events, environments, and scalable systems for high-growth and enterprise teams.

#### Contact info

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SF Bay Area, CA

#### Key Programs

Figma AI & Generative Tools

Illustrator Adobe Firefly

Photoshop Midjourney · Claude

InDesign Lovart.ai

After Effects

#### Skills

Art direction

Generative image art direction

AI image prompt engineering

LLM-assisted copywriting &

brand voice development

Prompt iteration & output

quality evaluation

Brand + identity design

Editorial storytelling

Product marketing

Campaign development

Digital + CRM design

360 Event design

Brand marketing

Systems design

AIUX design

Toolkit documentation

Motion art direction

Strategy deck design

#### Education

B.A. Design Studies with an emphasis in Graphic Design

San Jose State, 2013

Design Principles + Human Centered Design

Coursera, 2018

#### SENIOR BRAND DESIGNER Monks/24Seven | 10/2025 - Present

- Founded and lead independent studio, partnering with early-stage and established brands to develop brand strategy, visual identity systems, 360 activations, and go-to-market creative.
- Leads strategic brand refresh explorations, developing multiple creative directions that translated enterprise complexity into flexible visual systems, campaign concepts, and scalable brand applications.
- Develop scalable identity systems, launch toolkits, signage concepts, presentation systems, and implementation guidelines for cross-channel execution.
- Partner with clients and production collaborators to shape creative direction from initial concept through final delivery, balancing craft, clarity, budget, and real-world constraints.
- Developed high-visibility experiential concepts, translating brand narratives into physical environments, interactive attendee moments, signage systems, and production-ready spatial design directions.

#### STAFF BRAND DESIGNER Handshake | 08/2025 - 10/2025, Remote

- Directed seasonal brand activations in partnership with executive marketing leadership, aligning creative strategy with revenue and campaign performance goals.
- Defined and operationalized brand systems that enabled faster cross-team execution while maintaining consistency.
- Led 1:1 strategic workshops with stakeholders to clarify positioning, audience segmentation, and messaging architecture.

#### LEAD BRAND DESIGNER MongoDB | 12/2022 - 08/2025, Remote

- Led brand direction across high-impact global campaigns, defining scalable creative frameworks, event-adjacent campaign systems, and implementation guidance adopted across distributed marketing teams.
- Facilitated cross-functional discovery sessions with Product, Marketing, and Executive stakeholders to align brand strategy with business objectives.
- Translated complex technical narratives into cohesive storytelling systems across campaign, digital, presentation, and experiential touchpoints.
- Architected and maintained Figma component libraries and shared design systems, enabling consistent brand execution across distributed teams at scale.
- Built scalable template systems and brand toolkits designed for non-designer use — enabling partner and cross-functional teams to execute on-brand work independently.

#### BRAND DESIGNER Linktree | 01/2022 - 03/2023, Remote

- Led design system governance during company rebrand, aligning cross-functional teams around scalable creative standards.
- Partnered with Product and Engineering to improve brand-to-digital execution workflows, reducing production friction.
- Directed multi-channel brand campaigns to increase product awareness and drive feature adoption.
- Tested and established visual guardrails for social and web experiences to ensure tonal and stylistic consistency during rapid growth.

#### DESIGNER II Uber | 01/2018-01/2022, SF Bay Area

- Cross-pollinated across Product, Marketing, and Ops teams to research + develop brand growth, and enhances in-app experiences tailored toward every day experiences.
- Led visual identities for branded retail and partnership campaigns, translating campaign strategy into scalable systems across digital, social, CRM, print, merchandise, and environmental touch points.
- Partnered with print vendors and production teams to execute branded merchandise and physical touch points, balancing design intent with material, budget, and production constraints.
- Lead brand identity across a variety of business verticals internally and externally, ensuring succinct brand tone and identity across all platforms.
- Supported global brand photography strategy and art direction, sourcing photographers, defining shot needs, and shaping creative direction to expand brand storytelling across markets, formats, and use cases.