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EXPERIENCE

Artist-Designer Studio Of Sorts — New York | 2023-Current

_Design and realize concept-led experiential and sensory works, spanning visual, spatial, and olfactory & creative technology–enabled experiences across museum, cultural, and brand contexts

_Translate research and cultural insight into clear experiential systems, touchpoints, and audience journeys for live public-facing installations and events

_Projects presented at Whitney Museum of American Art, Museum of Food and Drink, NYC Media Lab, Other Art Fair, Turin IT, etc

Marketing & Project Manager @Kepler Mission Design — New York | 2025

_Leading integrated marketing campaigns across social, paid media, PR, and experiential activations to boost brand visibility and engagement, backed cultural trends and consumer insights

_Managing client accounts and communications, collaborating with contractors and designers to deliver campaigns on time, on brand, and aligned with KPIs

Food History Researcher — New York | 2019-Current

_Specialized in cross-regional transmission of foodways; with fully funded ethnographic research

_Developed marketing campaigns and social media content rooted in original historical research to support brand positioning, strategy, and value propositions

Experiential Project Lead @Alice Austen House — NY | Sep 24-May 25

_Designed UX flow, copy, and content aligned with educational and accessibility goals through collaboration with the museum's historian and educators

_Managed two concurrent projects with an 8-person cross-functional team (engineers, producer, UI designer, modeler, fabricators), delivering a CNC-milled relief and a miniature + AR experience

Program & Exhibition Assistant @Musuem Of Food And Drink — NY | 2024-2025

_Led archive activation strategy. Coordinated across engineers, interns, and external collaborators to ensure delivery

_Pitched, developed, and executed public events. Designed experiential content, sequences and layout and produced exhibition content

Product Designer @LearnerYou — New York | 2022

_Developed visual layouts, flows, UX system concepts informed by qualitative research and usability testing contributing to a 25% improvement in task completion

PROJECTS

WHAT IF? — Whitney Museum|Sep 25

Translating abstract concepts into immersive olfactory activations that function as conceptualization aids in a live mixer format as a pop up event. Developed the experiential flow and touch points for the scent component in collaboration with two leading artists.

Cookie Lab — Museum Of Food And Drink(MOFAD)|2023-25

Interactive experience designed to explores how smell shapes flavor perception, blending science communication with emerging experiential trends. Solo project, engaged 200+ participants in getting the message across, generated high social media exposure, recommendations, and photo-sharing.

Scent Of Us — NYC Media Lab|2024

Multi-sensory experience rendering scents & interpersonal connections visible and audible through creative tech(motion tracking, TouchDesigner, Custom-built diffusers). Led creative direction and experiential design in cross-functional team. Winner of 2024 Chanel X NYC Media Lab Challenge.

EDUCATION

New York University

M.P.S Interactive Telecommunication (ITP) — 2025
B.A Anthropology — 2020
Research grants awarded from: ISAW, Global Research Grand, Tandon Prototyping Fund

Columbia University — 2023

M.A History/Cultural Studies