

Innovative Art Director / Digital and Web Designer with 12+ years of experience in successfully leveraging creative strategy to drive brand growth, engagement and conversion. With a dynamic approach to end-to-end creative I've built a reputation as a key player in company success by delivering unparalleled insight, detecting strategic opportunities and developing creative solutions. Having achieved success with a diverse client-base delivering on branding, print and web/digital design, video editing and motion design I bring a wealth of knowledge to every project.

Experience —

Jay Studio — Digital/Web Design & Content Production

2011 - Current

Creative Director | Digital and Web Designer

Freelance - United States

- 400+ successful projects delivered in creative strategy, branding, digital design, content production and motion graphics.
- Each client has seen significant increases in KPIs – revenue growth, conversion rates, social engagement, brand recognition, etc.
- Client-facing excellence in various industries: e-commerce fashion, beauty, accessories, food and beverage and events.
- Successfully managed teams of 3 - 12, mentoring and inspiring team members and junior staff.

Adobe Creative Suite. Photoshop. Illustrator. Indesign. After Effects. Premiere Pro. Video Editing. Motion Graphics and Interaction. Responsive Web Design, Digital Design and Graphic Design (websites, landing pages, banners, ads, social media graphics, email design, and other digital assets). UX/UI. Figma and Sketch. Webflow and CMS Systems. CSS, HTML, and JavaScript. Creative Strategy. Campaign Development. Problem Solving. Detailed-oriented. Adaptability. Organization. Time Management. Project Management. Klaviyo.

Make Waves Agency — Strategic Digital Growth Agency

2022 - 2023

Art Director | Sr. Digital and Web Designer

Remote - San Diego, CA

- Significantly scaled startup thru strategic rebrand, conversion optimized website redesign and improved art direction for all digital design.
- Increased pricing model by 2x through strategic restructuring and realignment of value proposition.
- Boosted client acquisition by 3x for new email design and marketing services through creative strategy and art direction.
- Exceeded expectations in managing creative direction and design for 50+ diverse projects.

Adobe Creative Suite. Photoshop. Illustrator. After Effects. Premiere Pro. Video Editing. Motion Design. Web and Digital Design. Figma. Webflow. User Interface Design. CSS, HTML. Email Design. Team Collaboration. Project Management and Coordination. Communication.

Original Grain Watch Co. — E-commerce Retailer

2017 - 2018

Art Director | Sr. Graphic and Web Designer | Photographer

In House - San Diego, CA

- Increased digital ad conversions by ~24% through strategic art direction and design execution.
- Increased email click-thru by ~33% and conversion by ~26% using data driven insights and creative strategy for design decisions.
- Boosted brand awareness and recognition seeing a ~36% increase in engagement on social media through improved content development.
- Managed a team of 3 with 2 junior creatives, providing personal and professional mentorship and guidance.

Adobe CS. Photoshop. After Effects. Photography. Animation. Web and Graphic Design (landing pages, banners, ads, social graphics, email design, and other digital assets). Art Direction. Creative Problem Solving. Cross-functional Team Collaboration. Communication.

Sivana — Omnichannel Fashion & Decor Retailer

2016 - 2017

Art Director | Sr. Digital Designer | Photographer

In House - Encinitas, CA

- Increased email conversions by ~20% with improved art direction and design strategy for content production and email campaign design
- Excelled in cross-functional collaboration, ensuring content production and email campaigns exceeded objectives and KPIs.

Adobe Creative Suite. Photoshop. Photography. Web and Digital Design (landing pages, banners, ads, social graphics, email design, etc.). Art Direction. Project Coordination. Communication. Klaviyo.

Leadership & Team Management —

- Led content production teams of up to 30
- Professionally trained in communication styles & effective collaboration
- 5+ Leadership Training Conferences
- Red Bull Student Brand Manager
- President and VP of Fraternity
- University Event Coordinator
- Voted University VP of Marketing
- Event Marketing w/ team of 10