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**Design-Led Innovation Strategist | Visual Storyteller
Leveraging Consumer Trends into Brand Opportunities**

20+ years of multidisciplinary design-thinking leading white space opportunities at the intersection of consumer trends and brand initiatives. Deep expertise driving bold, multi-channel campaigns and brand storytelling and patented innovations delivering 10-30% revenue and margin increases.

EXPERIENCE

GLOBAL DIRECTOR - INNOVATION & INSIGHTS, UNYBRANDS

APRIL 2025 - CURRENT

Visionary Director of Innovation and New Product pipeline across 22 brands to drive 10-20% annual revenue growth.

- Empower a high performing team leveraging data-driven strategies and design thinking to optimize brand and product value.
- Define core certifications and clinical testing to improve claims to strengthen brand position and drive increased engagement.
- Design and execute quantitative and qualitative testing protocols to gather insights and drive strategy.
- Manage agency and vendor partnership, ensuring deliverables exceed expectations and align with strategic brand goals.
- Drive cross-functional alignment, through stagegate process to ensure milestones met and lead to a successful launch.
- Executed 3 utility patented innovations, brand trademark opportunities and material innovations to drive brand success.

CREATIVE DESIGN DIRECTOR, UNYBRANDS

JULY 2022 - APRIL 2025

Spearheaded Brand and Creative Strategy and Direction for 24+ brands across 7 primary consumer product categories.

- Drove 3-7% increased conversion through data informed visual storytelling, A/B testing, and content optimization.
- Orchestrated design and development of products to increase profit margins by 10-30% while retaining product and brand value.
- Optimized Creative and Listing content for Amazon listings increasing CTR and CVR by 5-10%.
- Led a team of over 30 Photographers, Graphic Designers, UX/UI designers, Copywriters, Researchers, and Product teams to rebrand and optimize content across print + digital for 20 brands, increasing sales revenue by 10% and CVR up to 7%.
- Built deep partnerships with cross functional teams contributing to strategic planning and ensuring commercial alignment.

STRATEGIC DESIGN-LED CONSULTING

SEPT 2010 - SEPT 2022

Created successful Innovation Strategies, turn-key Brand Products and assets to optimize Brand Opportunities.

- Developed and executed branded product strategies, digital content, and customer experiences for DTC and retail brands.
- Clients include Starbucks, Tim Horton's, Matriark Foods, State of Maine DOE, SengWare, Fresh Routes, King Mother, QP Tapas, Around the World L, and The Sylvia Center delivering measurable improvements in engagement and conversion.

CREATIVE DIRECTOR, GREAT PERFORMANCES, NEW YORK CITY NY

DEC 2010 - DEC 2013

Pioneered In-house Creative Services for a leading NYC catering & events company, building a new design capability driving growth.

- Built and scaled a creative capability as a new revenue channel, delivering customized branded experience and storytelling for events..
- Managed a \$100K product development budget for concept testing and portfolio expansion.
- Championed cross-functional collaboration with culinary and sales teams to design proprietary interactive sensory experiences.
- Steered the brand identity and messaging for the **Just Sprouted** line of snacks and prepared meals in addition to the interior design and overall consumer experience for 20 cafes and restaurants including Wave Hill, Museum City of NY, Apollo Theater, Dizzy's Club Coca Cola and Brooklyn Academy of Music.
- Key Clients include: Harmon Face Value Stores, Bloomberg, IBM, Food Network, MeetUp, Facebook, Goldman Sachs, Sony Ericsson Tennis Association, Bridgewater Associates, Hackensack Medical Center, Public Art Fund, and others.

INDUSTRIAL DESIGNER, CHEF'N CORPORATION, SEATTLE WA

AUG 2008 - MAY 2010

Lead designer for the private label team working with key clients to strategize new ideas for their growing portfolio of products.

- Conceptualized and Designed unique household products for private label and in-house brands.
- Led the designs, resulting in 3 design patents and 1 utility patents.
- Successful product pitches led to a 10% increased revenue stream from private label product launches.
- Developed and presented concept presentations for clients including Williams Sonoma, Starbucks, Martha Stewart, and Target.

DESIGNER, LEHRMAN CAMERON STUDIO, SEATTLE WA

AUG 2005 - JULY 2008

Lead designer collaborating on concept pitch to production of exhibits for museums, welcome centers and retail environments.

- Designed, developed and delivered presentations to secure 7 contracts and lead presentations for key projects.
- Clients included Discovery Gateway Children's Museum, Museum of Flight, REI, Junior Achievement, Museum of History and Industry, Bothell Business Park, and South Lake Union Park.

TEACHING EXPERIENCE

ADJUNCT INSTRUCTOR, ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NY FALL 2021 - FALL 2022
Visual Communication Design and Intro to Interior Design instructor in the Interior Design department.

ADJUNCT INSTRUCTOR, PINE MANOR COLLEGE, BROOKLINE MA FALL 2019 - SPRING 2021
Visual Communication Design fundamentals for the Visual Arts department. Developed curriculum for a 3-class series to build design thinking and presentation skills.

ADJUNCT INSTRUCTOR, PRATT INSTITUTE, BROOKLYN NY SPRING 2015
Sensory and Food Design curriculum for the Industrial Design department. Fundamental of sensory design through interactive, intentional sensory exploration using all senses to create immersive experiences which express and communicate core concepts.

SKILLS + COMPETENCIES

- Strategic Innovation & Content Optimization
- Design Thinking and Rapid Prototyping
- Visionary Cross-Functional Team Leadership (30+)
- Advanced Problem-solving and Critical Thinking
- Intellectual Property Strategy
- Brand and Creative Leadership across platforms
- A/B testing & Consumer Testing Experimentation
- Risk Management and Claims + Compliance Strategy
- AI- driven Operational Efficiencies
- Data-Driven Strategy & Decision Making
- Adobe Creative Suite, Figma, MS Office, Asana, Monday and Jira Work Management systems

AWARDS + PRESENTATIONS

WOMEN'S WRITING CIRCLE ANTHOLOGY, PUBLISHED MAR 2022
"Narrow Eyes", a short expressive writing piece on identity.

VIGNELLI CENTER DESIGN ENCOUNTERS, FEB 2021
[Presentation](#) and discussion of my design experience and shift to food experience design.

CENTRUM ARTIST RESIDENCY, JUNE 2015
Reconstructing food + storytelling. Exploring my immigrant identity and stories through food.

LISTEN TO YOUR MOTHER SHOW, BOSTON MAY 2015
Storyteller. Selected as one of 10 participants to read my personal essay at the live event.

"TASTEMAKERS", NEW YORK PUBLIC LIBRARY, NOV 2014
Facilitated a public talk featuring artists working with food as part of the NYPL series on Food and Art.

"COOKING + ENTERTAINING IN SMALL SPACES", MUSEUM CITY OF NEW YORK, AUG 2013
Designed and presented a series of demonstrations in the exhibit featuring a full size micro unit.

REI ROUND ROCK RETAIL STORE, A.R.E. (ASSOCIATION FOR RETAIL ENVIRONMENTS) AWARDS
Outstanding Merit, Project of the Year + Visual Presentation Award (REI Round Rock Entry Peaks)

FULBRIGHT FELLOWSHIP SOUTH KOREA
Established and facilitated a student English language club which led to weekly English newsletters and a theatrical play performed in English.

EDUCATION

UNIVERSITY OF WASHINGTON, BA INDUSTRIAL DESIGN, SEATTLE, WA

UNIVERSITY OF WASHINGTON - ROME, INDUSTRIAL DESIGN & ART HISTORY, ITALY

TRINITY COLLEGE, BA PHILOSOPHY - ENVIRONMENT AND HUMAN VALUES, HARTFORD, CT

SCHOOL FOR FIELD STUDIES, KILIMANJARO BUSH CAMP, KENYA

