



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

**Multidisciplinary design-thinking leading white space opportunities at the intersection of consumer trends and brand initiatives developing patented innovations. Deep expertise driving bold, multi-channel campaigns and brand storytelling delivering 42% revenue growth and >21% CVR.**

## EXPERIENCE

### GLOBAL SR. DIRECTOR - INNOVATION & INSIGHTS, UNYBRANDS

APRIL 2025 - CURRENT

**SCOPE: Private Equity/VC Consumer Goods | Revenue Growth \$53M to \$210M | launched 120-150 NPД per year | Team 30 (5 directs)**

Visionary Director Leading Innovation Strategy and New Product pipeline across 26 brands to drive 42% annual revenue growth.

- Drive cross-functional alignment, through stagegate process to ensure milestones met and successful on budget launch.
- Manage agency and vendor partnership, ensuring deliverables exceed expectations and align with strategic brand goals.
- Executed 3 utility patented innovations, brand trademark opportunities and material innovations to drive brand success.
- Define and execute testing protocols and certifications strategies to strengthen brand position and drive increased engagement.

### CREATIVE DESIGN DIRECTOR, UNYBRANDS

JULY 2022 - APRIL 2025

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

- Directed a 30+ creative team of Photographers, Graphic Designers, UX/UI designers, Copywriters, Researchers, and Product teams to rebrand and optimize content across print + digital for 20 brands, ensuring design integrity and strategic alignment.
- Drove 3-7% increased conversion across platforms through data informed visual storytelling, A/B testing, and content optimization.
- Orchestrated design and development of products increasing profit margins by 21-43% while retaining product and brand value.
- Optimized Creative and Listing content for Amazon listings increasing CTR and CVR by 8-23%.
- Built deep partnerships with cross functional teams contributing to strategic planning and ensuring commercial alignment.

### PRINCIPAL- STRATEGIC DESIGN-LED CONSULTING

SEPT 2010 - SEPT 2022

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

- Developed and executed branded product strategies, digital content, and customer experiences for DTC and retail brands.
- Designed scalable brand experience solutions adaptable across multiple retail environments and cost tiers.
- 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, messaging, and consumer experience for the Just Sprouted line of snacks and prepared meals and the interior design 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 household products for private label and in-house brands, resulting in 3 design patents and 1 utility patent.
- 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 & Brand Transformation
- Brand and Creative Storytelling across platforms
- Design Thinking and Rapid Prototyping
- Visionary Cross-Functional Team Leadership (30+)
- Agency and Partnership Alignment
- Intellectual Property Strategy
- Stakeholder Management & Communication
- Market + Consumer Insights (Qualitative + Quantitative)
- 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 publishing weekly English newsletters and performing a theatrical play 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**

