

ABOUT

I build brands with structure and campaigns with a pulse. Over the past 16 years I’ve led creative work from the first strategic idea through the final details, specializing in digital storytelling and multi-channel experiences that feel cohesive across web, email, social, and beyond. My design roots are Swiss, but I know when to follow the grid and when to push past it. I care deeply about brand standards, scalable templates, and the quiet systems work that keeps experiences consistent and teams moving fast.

EXPERIENCE

Thesis.Agency

Design Lead (ACD-Equivalent Scope)

Clients: Adobe, Taco Bell, Embark Savings

Led creative direction for Embark’s 2025 brand relaunch, translating core brand assets into scalable multi-channel experiences across web, paid media, DOOH, and social that generated 8.6M impressions, 113K web visits, and 1K+ social engagements.

Directed creative for Embark’s 2026 Tax Season campaign, driving 6.9M impressions, 2.2M reach (705% over benchmark), 21K clicks, and 52.8K page engagements across digital channels.

Own creative systems and template development across concurrent high-profile accounts, evolving design standards and workflows that improve consistency and speed while mentoring a small team of designers on cross-platform execution (email, web, social).

Pitch and present concepts directly to senior and C-suite stakeholders, translating business objectives into creative solutions across multiple concurrent accounts.

April 2022 – Present

Pinnacle Marketing Group

Senior Designer

Clients: Grammarly Business, Meta, Samsung

Designed the end-of-year "Word of the Year" demand generation campaign for Grammarly Business, contributing to results that broke prior company campaign records and won a Platinum MarCom Award.

Executed a multi-touch creative suite spanning a conversion landing page, four-email drip campaign, organic social content, direct mail, and blog creative, driving MQL conversion 67% above goal.

Collaborated with a cross-functional team across strategy, copy, and design to deliver a high-stakes campaign under a two-week brief window.

Oct 2021 – April 2022

Quadmark

Senior Creative Manager

Designed B2B sales enablement programs across web, video, and in-person formats for enterprise clients including AWS, Google, PayPal, and Uber.

Led a cross-functional creative team on \$1M+ projects, partnering with global project and development teams to translate business goals into cohesive visual solutions spanning digital, motion, interactive e-learning, and print.

Feb 2018 – Oct 2021

Nike

Communications Designer

Designed creative materials across print and multimedia channels for Nike’s Advanced Innovation department and entrepreneurial hub, Valiant Labs.

Partnered with the Communications Director and internal creative teams to build brand standards, collateral, and design templates used org-wide, helping improving consistency and scalability across the ecosystem.

Nov 2015 – Feb 2018

EDUCATION

Arizona State University

Bachelor of Science, Visual Communication Design

Skills

- Creative Direction
- Brand Strategy
- Design Systems
- Cross-Platform
- Campaign Design
- Typography & Color Theory
- UX/UI Design
- Motion Direction

Tools

- Figma (expert level)
- Adobe CC
- AI platforms:
 - + ChatGPT, Claude
 - + Midjourney
 - + In-platform creative agents
- Microsoft Office Suite / G-Suite
- Airtable / Asana