

Creative leadership and business strategy are at the heart of what I do. Since 2019, I've been leading Crunchtime's brand and marketing creative team—building the team from scratch and guiding it through multiple acquisitions, as the company expanded its product suite. Over the past decade, I've worked as a senior creative at agencies and led in-house teams at global companies including J. Walter Thompson, LinkedIn, and Treasury Wine Estates. Experiencing both sides of the table has given me a unique perspective on problem-solving and shaped me into an innovative and effective Creative Leader.

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experience

**CRUNCHTIME INFORMATION SYSTEMS INC**, Senior Creative Director, *August 2019 – Present*

Establish and oversee the brand and visual identity, partnering closely with the CMO, marketing, and sales leadership to drive strategic creative decisions that support company growth. Mentor the creative team in their career growth and support their success with an adaptable leadership approach, and prioritizing empathy, continuous learning, and effectiveness.

- Led Crunchtime's first full brand refresh since its foundation in 1995—repositioning the company as a sophisticated, tech-forward leader in the industry and building a scalable brand identity for future growth.
- Led a subsequent brand evolution following the June 2025 merger with QSR Automations, unifying brand architecture and visual identity across the portfolio, giving the brand a fresh, relevant look, and reinforcing an AI-driven strategy.
- Collaborate with Product Marketing Managers on go-to-market campaigns for product and feature launches, ensuring messaging, visuals, and strategy align across all touch points.
- Partner with Content Marketing and Demand Gen teams to create high-impact campaign assets—including display ads, emails, landing pages, gated assets, and social media campaigns that achieve business objectives while keeping strategy and quality front and center throughout the creative process.
- Collaborate with Sales leadership to support revenue growth, developing strategic enablement assets—from product sell sheets to enterprise presentations and ABM campaigns. Efforts that strengthen storytelling and elevate the brand in high-value prospect engagements.
- Provide creative direction for customer stories, case study videos, and product videos through internal and external collaboration to deliver compelling, on-brand content both on-site and in-studio.
- Work with People Ops to elevate employer branding, including the launch of Crunchtime Connect—the company's all-employee, in-person event—and continue shaping cohesive brand experiences across offices and programs worldwide.
- Oversee creative resourcing and external partners, strategically managing team capacity and guiding project consultants to ensure top-quality execution, efficiency, and on-time, on-budget delivery.
- Mentor and develop designers and content creators, providing clear guidance on craft, career growth, and performance, while fostering a culture of creative excellence informed by trends, best practices, and continuous learning.

**FREELANCE**, Creative + Design Lead, *January 2019 - July 2019*

Worked with companies in B2B and B2C industries in their growth stage to tell their story clearly and cohesively by establishing solid visual systems and implementing narrative voice across product and marketing. Collaborated with leadership teams to develop creative strategy and brand vision. Clients included Zenput, Homeroom, and Loupe Graphics.

- Ensured brand identity and narrative were consistently applied across sales and marketing assets, including emails, landing pages, social ads, display ads, and sell sheets.
- Collaborated with key stakeholders to evolve brand systems and create scalable toolkits for marketing and sales teams.
- Led design audits and worked cross-functionally with product design, product management, marketing, and engineering to meet accessibility standards across product and marketing efforts.
- Partnered with product and engineering teams to design and implement component libraries, driving brand consistency and efficiency in development cycles.

**J WALTER THOMPSON-SAN FRANCISCO**, Senior Art Director, *October 2016 – December 2018*

Collaborated with strategists, copywriters, and cross-functional teams to develop brands and create marketing campaigns for clients in technology, travel, and CPG industries. Supported the Executive Creative Director in managing the creative team.

- Developed and designed brand launches, seasonal promotions, brand guidelines, and line extensions for US and international brands on the Treasury Wine Estates account.
- Served as Creative Lead on digital projects and new business efforts—including Living Wine Labels, Adobe Creative Cloud, Juma Ventures, Air China, and Nestlé—focusing on user experience and interface design.
- Managed and mentored designers and junior art directors, guiding their creative process and career growth by setting clear expectations and helping define actionable development goals. Facilitated concept development workshops and creative presentations for the internal team and clients.

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**LYNDA.COM/LINKEDIN**, Art Director/UX Designer, *March 2015 – October 2016*

Partnered with the consumer and enterprise marketing teams to develop inspiring and immersive visuals for digital experiences across the entire marketing lifecycle. Collaborated with the product team to ensure brand consistency.

- Designed emails, landing pages, and display advertising for acquisition, prospect, conversion, retention, and win-back marketing initiatives for both consumer and enterprise audiences.
- Led the design of LinkedIn Learning enterprise launch microsite, email campaign, social media advertising, collateral materials, and enterprise sales tools.
- Supported the marketing team in reviewing and providing guidance on projects that were assigned to design freelancers and external agencies.
- Collaborated with the horizontal design team to ensure consistency of brand narrative and design patterns.
- Worked with program managers to streamline and find efficiencies in project development process.

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additional work experience

**PACKAGINGARTS**, Art Director, *August 2014 – March 2015*

**TREASURY WINE ESTATES**, Senior Designer, *April 2012 – August 2014*

**AF STUDIO DESIGN**, Designer, *February 2011 – March 2012*

**LOYAL3 HOLDINGS INCORPORATED**, Freelance Art Director, *December 2010 – January 2011*

**ATTIK SAN FRANCISCO**, Design Intern, *October 2009 – December 2009*

**FIREWOOD INCORPORATED**, Junior Art Director, *October 2006 – September 2009*

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education

**ACADEMY OF ART UNIVERSITY**, Master of Fine Arts in Graphic Design, *September 2007 – May 2012*

**ACADEMY OF ART UNIVERSITY**, Bachelor of Fine Arts in Advertising, *February 2002 – May 2006*

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skills

**PROFICIENT IN** Adobe Creative Cloud, Figma, Google Suite, CMS Systems such as Hubspot

**WORKING KNOWLEDGE OF** Microsoft Office, CSS and HTML

**EXPERIENCED IN** creative leadership, strategic development, branding, curating events and experiences, photo/video art direction

**ADMINISTERS** constructive criticism and advocates continuous learning

**CAPABLE OF** simultaneously working on multiple projects of various complexities and coordinating with external resources

**NIMBLE** and always ready to roll-up the sleeves and be hands-on

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awards and recognitions

**CAPLES AWARDS**, Living Wine Labels, J Walter Thompson, Innovation, *2018*

**GRAPHIS BRANDING 6**, Firewood Inc. Integrated Branding Program, *2013*

**ACADEMY OF ART UNIVERSITY GRADUATE STUDENT SHOWCASE**, Thesis Topic Proposal, *2009*

**ACADEMY OF ART UNIVERSITY GRAPHIC DESIGN GALLERY**, Featured Print Work, *2009*

**INTERNATIONAL ANDY AWARDS**, Student Category, *2006*

**ACADEMY OF ART UNIVERSITY**, Spring Show, *2005-2006*

**CLIO AWARDS**, Student Category, *2005*

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