

## SUMMARY

Award-winning creative director with extensive leadership in creative and brand strategy for agencies, in-house and startups. Delivering measurable growth for brands, driving significant increases in user engagement and lead generation. Expert in integrating AI and automation into creative workflows while building high-performing teams. My comprehensive background spans cloud-based SaaS, B2B tech including agency clients, fintech, healthcare, health tech and manufacturing where I've successfully transformed brands through digital experiences. Poised to elevate any brand and expand its market presence. I am seeking a new opportunity, where I can leverage my design expertise and leadership skills to enhance your brand presence, deliver value, growth and exceptional user experiences.

## SKILLS

Brand Strategy & Planning, Creative Leadership, Design Systems, Mentoring Teams, Competitive Audits, Workflows, Cross-functional Leader, Photography & Video, Visual Storytelling, Animation & Video, GTM Strategy, AI, Social Media, Aesthetic, Analytical Skills, Product Strategy, Experiential

## SOFTWARE

Adobe Creative Suite, Figma, Canva, Sketch, Webflow, Framer, Wordpress, GSAP, CMS, Invision, Zeplin, Jira, Keynote, Microsoft 365, Adobe Firefly, Gamma, Gemini, Chat GPT, Claude, Perplexity, Copilot, Lemon

## WORK EXPERIENCE

### Creative Director - Contract

#### Vesta / February 2025 - Current

Vesta is a B2B cloud-based SaaS company with rapid growth. I was brought in on a contract basis to elevate creative and brand strategy to set them up for success. Proven experience in strategic creative thinking over a large variety of disciplines with a primary focus on branding and new products.

- Leading the development of comprehensive branded assets—including pitch decks, logos, websites, brand & UX guidelines, interactive sales tools, product videos, and go-to-market campaigns—to enhance brand identity and enhance market differentiation. New website will be going live mid February 2026.

### VP, Creative Director

#### Wavelo / February 2022 - December 2024

Led end-to-end brand and creative strategy for Wavelo, a modern B2B cloud-based SaaS company, positioning the startup for rapid market entry and competitive differentiation. Wavelo is a division of Tucows (NASDAQ: TCX, TSX: TC). I was hands-on, as well as, managed a team to develop all branding and marketing assets including logo, website, brand guidelines, sales and product interactive tools, videos, campaigns, experiential and more. This brand was built from scratch.

- Oversaw the creation of original comprehensive branded assets—including logos, websites, brand guidelines, interactive sales tools, product videos, and go-to-market campaigns—to reinforce brand identity and enhance market differentiation.
- Utilized analytical insights and storytelling to rebrand the company, contributing to a 40% increase in qualified leads and a 60% improvement in conversion rates, while integrating AI tools and data-driven methodologies to optimize creative outputs.

### VP, Creative Director

#### Waystar / August 2018 - January 2022

Drove creative and brand strategy for a start-up, cloud-based healthcare tech SaaS company (Nasdaq: WAY). Hired and managed an amazing creative team to help make Waystar one of the best brands in healthcare tech. The team was primarily made up of art directors, digital designers, UX/UI designers and content strategists with a focus on everything digital—interactive, web, video, experiential social and go-to-market campaigns.

- Built and mentored a multidisciplinary team of art directors, digital designers, UX/UI specialists, and content strategists to drive digital-first initiatives across multiple platforms, including YouTube, LinkedIn, and Instagram.
- Drove creative campaigns and digital initiatives that resulted in a 60% increase in inbound leads and a 50% lift in website engagement, demonstrating effective content brand scaling and cross-functional collaboration.
- Developed digital content and creative work that reinforced the brand's identity and contributed to securing multi-million-dollar enterprise contracts, reflecting robust strategic planning and effective integration of AI and automation tools.

## WORK EXPERIENCE (CONT.)

### Digital Creative Director / Head of Product US

#### Akce Group of Companies / May 2017 - August 2018

Managed a global creative team to support group products in the fintech industry. The team was primarily made up of UX and UI designers, developers, and content strategists. In addition to the supporting these products, our team also rebranded each of the six portfolio companies.

- The new brands drove a 57% average increase in user engagement and a 30% uptick in product adoption within six months.
- Unified brand architecture boosted investor interest and accelerated launch timelines for acquired brands.

### Creative Director

#### Slack & Company / June 2012 - May 2017

Led creative strategy of agency's top clients including GE, UL, Google and Ingredion. With a primary focus on branding, projects included product and website launches, interactive, mobile apps, video, experiential and go-to-market campaigns. Managed a team of art directors, UX designers and copywriters.

- Delivered a 40% increase in web traffic post-launch of an app development for GE, 35% lift in lead generation for Google, and 50% rise in new site launch for Ingredion.

### Creative Director

#### Agency Consultant / July 2010 - June 2012

Brought in on a contract basis to elevate creative and brand strategy. Proven experience in developing strategic solutions in a variety of disciplines with a primary focus on branding. Agency partnerships included Abelson Taylor, CAHG, Omnicom, GA, Merkle, and Slack and Company.

- Delivered actionable insights resulting in a 20% increase in client satisfaction, 35% rise in engagement metrics, and 25% faster brand rollout timelines.
- Helped agencies improve brand consistency, campaign performance, and creative impact.

### Senior Creative Strategist

#### HBG Health Agency / Oct 2007 - July 2010

Led creative strategy and vision on new and growing brands – with client accounts primarily focused in healthcare and pharma. Developed design strategies, concepts and ideas in support of hbg clients and provided high-level design concepts.

### Creative Director

#### Invsco Group, Ltd. / Oct 2006 - Oct 2007

Directed creative strategy and teams in branding and cross-channel campaigns for Invsco's property portfolio.

### Senior Art Director / Team Lead

#### Loyola University Chicago / June 2005 – Oct 2006

Recruited by former Tribune executive to help lead a new internal "agency". Launched an award-winning image campaign for the university in 2006. Developed a complete brand overhaul which included a new website and brand standards.

### Senior Art Director / Team Lead

#### Tribune Interactive / June 2000 - July 2005

Designed print and interactive products for Tribune brand initiatives in both B2C and B2B markets. Part of a team that launched RedEye, Metromix and chicagotribune.com.

- RedEye readership rose 80% among 18–34-year-olds; Metromix drove over 1 million monthly pageviews; chicagotribune.com redesign led to a 45% uptick in user engagement and 40% increase in time on site.

## EDUCATION

Bachelor of Arts, Graphic Design, Minnesota State University