

SUMMARY

I build brands that perform. As a creative director and brand strategist with over two decades of experience across agencies, in-house teams, and startups, I have led transformative brand initiatives for global Fortune 500 companies, high-growth SaaS platforms, and ambitious startups across fintech, healthcare, telecom, and beyond. I bring together strategy, design, and technology – integrating AI and automation into creative workflows to deliver exceptional results at speed. Known for building and leading high-performing creative teams, I have a proven track record of driving significant increases in user engagement, lead generation, and brand equity. I don't just elevate brands – I help build the foundation for lasting growth.

SKILLS

Brand Strategy & Planning, Creative Leadership, Brand Architecture, Creative Strategy, Go-to-Market Strategy, B2B Marketing, Integrated Marketing, Team Building, Design Systems, Mentoring Teams, Competitive Audits, Cross-functional Leader, Photography & Video, Visual Storytelling, Animation & Video, AI, Social Media, Analytical Skills, Product Strategy, Experiential

SOFTWARE

Figma, Adobe Creative Suite, Claude, Webflow, Framer, Wordpress, GSAP, CMS, Notion, Jira, Keynote, Microsoft 365, Adobe Firefly, Gamma, Gemini, Chat GPT, Perplexity, Copilot, Lemon, Artlist, Nano Banana, Brandkit, Codepen.io

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 lead creative and brand strategy for a fast-growing B2B SaaS company in the telecom space – building their brand foundation from the ground up including logo, website, design system, and go-to-market campaigns.

- Led end-to-end brand buildout for a fast-growing B2B telecom SaaS company – delivering logo, design system, website, UX guidelines, pitch decks, interactive sales tools, product videos, and GTM campaigns entirely from scratch. Successfully launched new brand and website February 2026, establishing Vesta's market presence and competitive differentiation in the global telecom payments space.

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). Equally hands-on and strategic, I led a team to develop all branding and marketing assets – building the Wavelo brand entirely from scratch.

- Built the Wavelo brand entirely from zero – leading a team of 5 to deliver a complete identity system, website, sales tools, videos and GTM campaigns within 6 months of company launch, positioning a new division of a Nasdaq-listed company for rapid market entry.
- 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 a high-performing creative team of 8 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.

- Conceived and launched Hubble AI – a fully developed sub-brand for Waystar's artificial intelligence platform – resulting in a 45% increase in inbound leads and a 65% lift in website engagement.
- 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.



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 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.

- Led creative strategy across a portfolio of healthcare and pharma brands, developing high-impact concepts that elevated brand positioning and supported new business growth.

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.

- Directed brand and campaign strategy across a multi-property portfolio, delivering consistent and compelling creative across all cross-channel touchpoints.

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