

I am a multi-disciplinary creative lead specializing in fusing creativity, storytelling, strategy, and technology to craft themed experiences, activations, and environments.

Experience

XD Agency

Executive Creative Director, March 2023 - Current

Freelance Creative Director, March 2021 - March 2023

Clients: The LEGO Group, HBO Max, Porsche, Adult Swim, Cartoon Network

Executive creative director on the LEGO account leading the development of innovative, creative concepts and stories for themed marketing experiences that deliver on business objectives.

Successfully pitch complex creative concepts to internal teams, LEGO senior management, and production partners using write-ups, mood boards, photo-comps, AI generated imagery, and 3D renders.

Define concepts and stories, experience flows, and audience journeys; develop layouts, renders, and graphics; write scripts and copy, and capture and create content.

Direct, collaborate with, and inspire internal creative teams and external technology and fabrication partners to maintain integrity of the creative vision across the project life cycle.

Proactive problem solver – pivoting and value engineering based on changing project needs to ensure creative intent and audience experience are upheld while delivering projects on time and in-budget.

Manage reviews and approvals with IP partners including Star Wars, Harry Potter, SEGA, DC Entertainment, Blockbuster Video, and Nintendo.

Supervise the install and activation of projects including final review, adjustments, and approval of all builds as well as evaluating the on-site audience flow in order to optimize the experience.

Established a close client relationship and creative partnership while growing the account, projects, and billings year over year.

Project Highlights:

- Built an award winning full scale LEGO themed video store, Brickbuster Video, at San Diego Comic Con which transported 47,000 guests back to the 90's over the course of 4 days
- Created a 7,300 ft² touring multi-zone LEGO Play Stadium experience to help kids explore different ways to play resulting in average attendee dwell times of 50+ minutes and 100% positive audience sentiment
- Transformed 71,000 guests into LEGO Hogwarts Minifigures with the AR enabled LEGO Mirror of Erised at the Harry Potter: Magic at Play Experience in Chicago
- Transported 10,000 fans to a Galaxy Far, Far Away with an immersive LEGO booth at Star Wars Celebration
- Sent educators on a mission to the moon with a 30 minute long narrative driven, escape room style experience for LEGO Education at ISTE Live
- Brought HBO Max's Doom Patrol to life via a themed carnival at New York Comic Con with fans waiting in line for 45 minutes or more to enter
- Recreated the streets of Gotham City outside New York Comic Con for Cartoon Network's Batwheels
- Served as a creative consultant on the award winning Rick and Morty Wormageddon campaign

Freelance Art & Creative Director

July 2020 - December 2022

Clients: Riot Games, Widmer, Leatherman

Partnered with agencies including Nemo Design, Plastic Sunshine, Rosewood Creative, and Opus United on a variety of projects and pitches.

Roundhouse

Associate Creative Director, January 2013 - July 2020

Clients: Red Bull, Mophie, adidas, Leatherman, Riot Games, Spotify, Twitch, Harley-Davidson, Microsoft, MSN

Led scalable creative teams across a variety of projects ranging from experiential and retail design to branding and integrated campaigns.

Spearheaded multiple internal initiatives to optimize agency workflows including integrating Keynote templates & collaboration and implementing real-time rendering via Twinmotion.

Project Highlights:

- Designed an eSports stadium for Twitch Rivals at TwitchCon
- Partnered with Red Bull to build a tech filled streaming studio for Ninja resulting a build video that generated 32,000,000 YouTube views
- Built a giant glowing treehouse at Camp Flog Gnaw for Mophie
- Created a video integrated infinity room for Microsoft
- Led the creation of nationwide retail campaigns for adidas brand stores

Leo Burnett, Y&R, and EnergyBBDO

Art Director at various agencies, June 2005 - January 2013

Skills

Strong collaborator and service oriented creative leader

Hands-on approach to creative and technology, able to learn and adapt quickly to evolving and immediate needs

Extensive technical background including fabrication, production, and development

Managing creative workflows, resourcing, and budgets in partnership with producers

Working independently and collaboratively both on-site and remotely with national and international teams

Software: Photoshop, Illustrator, InDesign, Premiere, SketchUp, Twinmotion, Keynote

Education

Purdue University, Indianapolis IN

Themed Entertainment Design

Pratt Institute, New York NY

Exhibition Design Intensive

Bradley University, Peoria IL

Bachelor of Science with triple major in Graphic Design, Multimedia, and Photography