



EXPERIENCE

Intermedia - Senior Creative Director:

2017-Present

Led all creative marketing initiatives for Intermedia's business cloud products in UCaaS (Voice, Meetings, Chat), CCaaS (Contact Center), File Sharing, Productivity Email (Office 365), and Security / Compliance. Oversee an international team of developers, designers, and vendors. Manage a 1.6 M budget. Key initiatives include:

- **Oversee corporate brand strategy, design/web initiatives, and integrate new business acquisitions:** Rolling redesign of intermedia.com and brand assets. Integrate business acquisitions under Intermedia's brand umbrella. Update global brand guidelines—created corporate brand templates for web, print, & video. Implement production management tools: Workfrom, Bynder (DAM), and implemented a custom-built ID documentation tool for global collateral version control.
- **Expand Intermedia marketing message:** Modernize & simplify Intermedia brand message across diverse marketing materials for direct and private label initiatives. Execute integrated marketing campaigns for web and demand gen.
- **Build channel initiatives:** Help build out partner recruitment and engagement programs. Expand marketing automation using, Unbounce, Zift / PRM, and Navattic to expand white-label content and partner engagement/education.

Integrate NEC, Costco, Office Depot, The San Jose Earthquakes partnerships: Oversee cobrand and private label marketing materials, campaigns, and partner portals. Integrate Quakes/Intermedia cobrand partnership, including the design and build-out of the exec suite, stadium signage, and video graphics. Implement ADA site for Costco.

Atmel Corporation - Creative Director:

2011-2016

Led Atmel's worldwide I design team and creative and brand and product initiatives. Marketing efforts resulted in a Markie runner-up for Atmel's AVR campaign and ACE nominated Marketing Team of the Year. Atmel was acquired by Microchip in 2016.

Led global creative messaging and integrated marketing strategies for campaigns, online, print, and video:

Establish key messaging and targeted campaigns for ARM,[®] AVR,[®] IoT, security, touch, sensors, and Maker space.

- **Delivered large-scale creative for multi-day conferences and events:** Rebranded Atmel's image for global trade shows. The refreshed corporate theme for Maker Faire events and mobile trailer. Design intent to position tech as fun, edgy, and participatory.
 - **Created the largest social media footprint in the semiconductor sector:** Creative efforts expanded social reach to 1.4M+ views on Atmel's blog. In addition, Twitter and Facebook impressions grew to 2.2M+ within two years.
 - **Develop user interface and online portals:** Provided GUI development, created employee training portals, launched MCU product selector, and guided Atmel's portal redesign.
 - **Established creative infrastructure, global brand guidelines, and templates:** Established project management tools, naming standards, image library, and overhauled global brand guidelines.
 - **Redesigned Atmel's print-on-demand ordering system:** Streamlined global ordering system, eliminated collateral redundancy, and established document identity structure.
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Disney Consumer Products - Global Senior Manager. Brand Image Creative:

2006-2009

- **Led creative for Home and Fashion products:** Executed brand strategies, audits, web, video media, and collateral. The initiative aimed to expand Disney's product statement in retail & online channels. Managed budgets of over 500K.
- **Launched Disney's non-character lifestyle brands to mass and mid-tier markets:** Projected sales of 50 million. Products placed at JC Penney, Sears, Target, Walmart, high-tier retailers, and Disney global resorts.
 - **Disney Inspired Collections:** Introduced mass and mid-tier lifestyle products.
 - **Disney Resort Collection:** Launched a mid-tier lifestyle home furnishings brand inspired by Disney resorts.

Disney Consumer Products - Continued:

2006-2009

- **Expanded home improvement product line:** Launched Shaw Floors franchise line. Rebranded Home Depot's Color by BEHR paint program. Evaluated trends, art-directed collateral, packaging, store displays, and photoshoots. Defined online user experience. Developed consumer and distributor portals. Managed assets and produced videos.
- **Conducted trend audits:** Analyzed brand strengths/weaknesses & conducted SWOT of competitive landscapes.
- **Guided brand standards** of Disney licensed products for more than 25K SKUs annually.

Gadget Media - Design Director: Produced marketing materials and interactive projects:

2001-2006 / 2009-2011

Rhino Toys: Repositioned a specialty toy manufacturer into mass retail channels. Created the Oball product line.

Chicken Soup for the Soul (CSS): Brand development, packaging design and DVD creation for CSS first film project.

Build-A-Bear Workshop: Animated feature. "Holly and Hal's Uplifting Christmas." Designed title animation, packaging, and CD interface design.

Clarity Station - Art Director:

1997-2001

Produced theme park media installations for Fortune 500 companies. Led design teams developing video and multimedia interactive experiences for Xerox, Library of Congress, IBM, AT&T, and Disney theme parks. Managed design, animators, budgets, and schedules.

Disney Online - Art Director / Producer:

1994-1997

Original five-person design team which built and launched Disney.com in 1995. Pitched web concept to C-level executives, defined design direction and initial portal UI, for Disney.com, Disney Stores, Channel, Disney Blast, and various internal Disney portals.

EDUCATION

- **USC, Annenberg School for Communication**
M.A., Communication Management.
Masters emphasis in brand strategy and marketing.
- **Art Center College of Design**
B.F.A., Graphics and Packaging. Minor in Advertising.
- **University of California, Berkeley**
B.A., Environmental Studies.
A multidisciplinary human factors degree. Bachelors degree coursework in architecture, psychology and urban planning.
- **Stanford Continuing Education**
Coursework in SEO marketing and web development.

SKILLS

Creative Direction	●●●●●	Photoshop	●●●●●
Brand Strategy	●●●●●	Illustrator	●●●●●
Project Management	●●●●●	InDesign	●●●●●
SEO Marketing	●●●●○	Video Production	●●●●●
Composition	●●●●●	MS Office	●●●●●
Color Theory	●●●●●	<i>Creative Direction Knowledge of:</i>	
Typography	●●●●●	After Effects	
Interface Design	●●●●●	FIGMA / Sketch	
Web Usability	●●●●●	HTML/CSS	

INTERESTS



Reference upon request