



HELLO!

I'm an art director, designer and creative strategist. Despite the fact that the industry is constantly changing, one thing's stayed the same.

It's not about what it's about.

It's about relationships. To each other, to the world, and yes, sometimes to the things we buy. But without those connections, it's just stuff. And I never want to make "stuff." Instead, I always start by identifying a truth and running with it. From concept to execution, regardless of platform, I strive to bring ideas to life in a way that's compelling, engaging, positive and with a visual point of view. Thumb-stopping, skip proof, and sharable. So let's connect.



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SELF DESCRIBED

Curious Curator · Perennial Optimist
Daily Meditator · Dog Lover · Playlist Maker
Freestyle Chef · Ex-Snowboard Instructor
Casual Hiker · Swiss-Mexican Twin
Hot Sauce Guzzler · Pun Lover · Binge Watcher



EXPERIENCE

- 2013 - NOW** | 72ANDSUNNY · LA | **SR. ART DIRECTOR/DESIGNER**
Lead creative team on Target Holiday, Back To School, Baby, Wedding, and licensing partnership with Disney's Zootopia.
- 2012 - 2013** | 72ANDSUNNY · LA | **ART DIRECTOR/DESIGNER**
Lead creative team on Activision's Skylanders launches.
- 2008 - 2011** | JWT · NY | **JR. ART DIRECTOR**
Worked on three pitches. Won the third and launched Microsoft's Bing search engine. Lead work for Trident.
- 2008** | JWT · NY | **CREATIVE SUMMER INTERN**
- 2007** | OGIILVY · NY | **CREATIVE SUMMER INTERN**
- 2006 - 2008** | ALLEN HALL ADVERTISING · UO | **CO-PRESIDENT/CD/AD**



EDUCATION

UNIVERSITY OF OREGON
Bachelor of Arts in Journalism : Advertising
Graduated Magna Cum Laude
SOJC Leadership Award
SOJC Maxwell Creative Strategist Award



LANGUAGE

ITALIANO

ESPAÑOL



PROGRAM EXPERTISE



MORE SKILLS : Branding, Identity, Photo Editing, Copywriting, Creative Strategy



INTANGIBLES

CONCEPTUAL
COLLABORATIVE
STRATEGIC
ORGANIZED
ATTENTIVE TO DETAIL
PROACTIVE
ARTICULATE
POSITIVE



ACCOLADES

2010 Effie Gold + Grand Effie Finalist
2010 Communication Arts Annual
2010 Cannes Lion Short List
2010 One Club :30 TV Merit
2009 ADC Young Guns :30 TV Finalist