

PROFESSIONAL SUMMARY

Passionate design leader with over 10 years experience crafting strategic storytelling solutions across all channels. Adept at building relationships, listening deeply and collaborating with empathy, while fostering trust and innovation. Proven ability to develop effective strategies and engaging design solutions that resonate with audiences and drive results.

PROFESSIONAL EXPERIENCE

PRODUCTBOARD | B2B, product roadmap SaaS | Brand & Visual Design, Sr Manager | 2023-2024

- Developed new [home page](#) voice and visuals to better position the Productboard brand with AI for the new Enterprise Customer by closely collaborating with PMM and dev team
- Created and [presented](#) new Brand Vision at company kick-off in Barcelona February 2024
- Led & designed with Brand team the end-to-end [experiential](#) design for the CKO 2024

LOB | B2B, automated direct mail SaaS | Brand & Visual Design, Sr Manager 2022-2023

- Co-led [rebrand](#) of Lob's UX, voice and visual design with an agency over 6 month period — & with team rebranded 30+ web pages, product design, campaigns, and a children's book
- Partnered with team leads cross-functionally to hear pain points and develop clear value prop for the complex product offering outlined in sales enablement decks, contributing to ARR at \$100M
- Spearheaded & designed creative for successful end-to-end campaigns across all channels for B2B audience: email, landing pages, eBooks, LinkedIn organic & paid, video, and [sales decks](#)
- Oversaw website management, led and empowered the Brand Design, Dev team, & freelancers
- Built a template system to bring communications to market 4x faster by creating copy document templates that directly fed into various design templates

RIDWELL | D2C, purpose-driven recycling service | Brand & Visual Design Lead | 2020-2022

- Built and fiercely protected UX across all branded messages and product journeys
- Interviewed customers, field marketers, and customer service to discover pain points and information gaps to best communicate the recycling mission to prospective members
- Conceptualized and designed compelling brand [stories](#) that shared Ridwell's unique *why* and *how* in email, social media, paid ads, internal newsletters, field marketing booth, and landing [pages](#)
- Incorporated A:B testing to iterate on content to achieve better results
- Created brand systems eBook and presented company-wide internal training sessions on how to use new brand voice and visuals across channels

BARBCO REAL ESTATE | local real estate agency | Creative Director | 2017-2021

- Conceived and produced community storytelling in response to 2020 Pandemic with a social video and photo campaign of 6 real [clients](#) and [non-profits](#), tripling engagement & prospects
- Worked directly with the CEO to successfully redesign the brand voice and visual identity
- Designed, wrote, and managed freelancers to help execute, all print & digital assets: OOH, print ads, social media, business cards, screen-printed sale signs, brochures, and For-sale templates

WELDON OWEN | publisher | Art Director & Content Creator | 2010-2019

- Conceptualized ideas and designed 300-page coffee-table [books](#) cover-to-cover, developing written and visual content, including art directing [photographers](#) and illustrators
- Executed all production and managed access to hundreds of creative assets for every book

GAP, INC. | retail | Design Director, GapBody, Gap, GapKids, Personal Care | 10 years

- Led design team of eight and developed branded, innovative design solutions across channels.
- Conceptualized photography campaigns, art-directed [photoshoots](#) on location; designed solutions for [packaging](#), cosmetics, marketing collateral, store signage, and website.

SKILLS

Brand & UX Storytelling
Strategic Design
Marketing Campaigns
Art Direction
Creative Leadership
Social Media / SEO
Copywriting
Editorial Design
Communication & Strategy
UX/Website Management
Project Management
Cross-Functional Collaboration
AI Tools

EDUCATION

BA, Combined Major: Design, Journalism, Visual Anthropology
San Francisco State University
Design, Writing, Videography & Editing, Photography, Ethnographic Methods

Ongoing studies

2024 IDEO *Design Strategy*

2023 IDEO *Impactful Storytelling*

Stanford, *Conversational Intelligence*

2022 IDEO *Superpower Tools for Teams*
& *Cultivating Creative Collaboration*

2020 Stanford CS: *Leadership Influence & Communication*

TOOLS

MAC OS

Adobe Creative Suite:

InDesign, Photoshop, Illustrator, Acrobat

Web Design: Figma

Organizational Tools:

Asana, Slack, Wrike, Autopilot, Constant Contact, Microsoft Office, Google Suite, Canva

Video Editing/ Animation

Premier, Rush & After Effects

HTML/CSS, Webflow, Wordpress

AI Tools: Chat GPT 4.0, Perplexity Midjourney, Otto

AWARDS

AIGA Design Award

Communication Arts Design Award