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## Summary

With more than twenty years of web, mobile, print, user interface design, coding and advertising experience, I bring a rich collection of industry knowledge to the digital table. My versatility allows me to execute on many facets of the design process while understanding the complicated needs of those involved. Along with a solid understanding of both technical and visual aspects of design, I also possess a background in illustration, animation and programming.

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## Design & Development

### **Creative Director, Corporate Brand & Communications** Zynga March 2020 – Present

Create, design and produce online and offline digital communications content materials in accordance with Zynga's brand strategy, visual brand standards, and project specifications.

Produce and oversee visual communication materials for but not limited to:

- Corporate and Executive Presentations
- Mergers and Acquisitions Announcements
- Quarterly Earnings Announcements
- Corporate Social Assets
- New Programs and Campaigns
- Email Communications
- Zynga.com Website
- Employee Resource Groups
- Employee SWAG

### **Lead Designer, Corporate Marketing** Jam City April 2016 – March 2020

Work collaboratively with cross-functional teams to produce, implement and deliver a variety of digital assets across more than a dozen game titles - reaching millions of players every month.

- Oversee the creation and execution of all Jam City corporate marketing collateral in order to uphold brand consistency and integrity.
- Create advertising collateral for high profile IPs such as Disney's Frozen 2, Harry Potter, Family Guy, Futurama, Dr. Seuss' The Grinch, and Peanuts by Schulz.
- Produce product and marketing decks for corporate partnerships.
- Collaborate with cross-functional departments, including Employee Engagement, Publishing, Recruiting, Communications, and Business Develop to generate creative assets, provide creative strategy and advise on external branding.
- Design and generate social media assets.

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## Design & Development (cont.)

### Creative Director

TEN: The Enthusiast Network March 2006 – March 2016

Oversaw the creative execution of mobile and website redesigns, sales and marketing campaigns, product features, and event micro sites across all 25 action sports and entertainment properties. Helped the company grow from a startup to the leading provider of Outdoor and Lifestyle content, reaching more than 45 million unique users every month.

- Served as the principle creative resource in communicating brand vision and guidelines across 25 online action/outdoor properties.
- Standardized and designed multiple sites including: DewTour 2016, BikeMag.com, GrindTV.com, Fuel.TV, CanoeKayak.com, LineOfTheWinter.com, PacificPaddleGames.com, LowersPro.com, OakleyProJunior.com, SurfShopChallenge.com, and BaseballAmerica.com.
- Produced a wide range of assets including, but not limited to web and mobile user interfaces, email graphics, info graphics, PowerPoint presentations, logos, icons and ad units.

Awarded 6 design patents for creating an innovative user interface on TheBubble.com. U.S. Patents:

- #D665420, #D665421, #D665422, #D654928, #D654929, #D654930.

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## Skills & Qualifications

### Core Competencies

- Solid understanding of best practices for mobile device with knowledge of current web trends.
- Experience in conceptualizing a design that can be implemented across multiple mediums.
- Collaborates with multiple departments' unique needs and balancing priorities without guidance.
- Exceptional organizational behavior which gives me the ability to manage multiple projects.
- Resourceful and can adapt quickly to any environment and develop a streamlined workflow.
- Ensures personal and team momentum using humor, creativity, and energy.

### Beyond the Day Job

- Developed and released a small indie game and a developer asset on the Unity Asset Store.
- Conceptualized, designed and developed multiple theme dummy copy generator sites that have been featured on Mashable, Buzzfeed, Shopify and more.
- Created, designed, developed, illustrated, wrote personal web comic site LifeLooselyBased.com.

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## Education

Honors Graduate from The Art Institute of Los Angeles  
Santa Monica, CA  
Associate of Science Degree in Animation