

Senior Designer and Creative Lead with deep experience translating complex ideas into clear, compelling visual narratives for luxury retail and lifestyle brands. Skilled in art direction, branding, and content creation across digital, print, and presentation formats, with a strong focus on storytelling, strategic messaging, and premium design. Known for a collaborative, strategic-minded approach that aligns creative execution with business goals. Adept at leading cross-functional teams and external partners to deliver high-impact work on time and within budget. A proactive, collaborative leader with a lifelong dedication to the luxury retail space, committed to fostering creativity and empowering teams to create impactful, beautiful content.

EXPERIENCE

Digital Design Manager

Nordstrom 2012 - 2024

- Creative Manager, managing a team of 10 Designers responsible for designing marketing email assets, social content graphic design and motion graphics.
- Directed team on designing new/seasonal email templates that were implemented across all divisions.
- Led the display ads team in designing and producing programmatic ad templates to design specifications in collaboration with 3rd party Innervate.
- Directed design teams on designing and executing editorial site campaigns, digital display ads, and brand standards.
- Collaborated with Marketing, Ops, UX, and outside vendor teams to streamline production timelines, create templates, adjust creative briefs, analyze data results resulting in improved brand visibility and customer acquisition.
- Implemented data-driven design and development strategies, utilizing analytics to refine and improve user experience and conversion.

Creative Director

Amazon 2010 - 2012

- Directed the design / copy teams to revamp the visual identity of myhabit.com, collaborating with leadership and UX teams.
- Managed and assembled creative teams in Seattle and studio teams for editorial and sell shot photography production.
- Extensive studio experience in photo and video art direction, ensuring high-quality visual content.
- Collaborated with internal stakeholders to align marketing strategies with business objectives, resulting in improved brand visibility and customer acquisition.

Creative Director

Bergdorf Goodman / The Neiman Marcus Group 2007 - 2010

- Directed the development of digital campaigns that elevated brand awareness and engagement across digital platforms.
- Delegating tasks to a team of 3 Designers to produce compelling digital content and marketing assets, maintaining brand consistency and relevance.
- Established and maintained partnerships with external agencies, vendors and internal merchandising teams to ensure the delivery of high-quality, on brand creative assets to the luxury fashion retail space.

SKILLS

Creative Leadership	Budget Management	Digital & Print Production	Luxury Fashion & Beauty Experience
Project Management	Brand Development	Digital Asset Production	Photo and Video Art Direction
Design Art Direction	Vendor Collaboration	Visual Storytelling	Cross-Functional Collaboration
Adobe Creative Suite	Workfront & DAM	Microsoft Office & AEM	Team Management and Mentorship

EDUCATION

University of Oklahoma - Bachelor of Fine Arts