

PROFILE

With a focus on design-forward and user experience-driven brand initiatives, I am always looking for new opportunities to create rewarding and meaningful brands. In every new project, I leverage the expertise of product, marketing, and analytics to track brand experience along its development journey— and explore where brand can be maximized to add value to the whole of the business. Particularly comfortable in dynamic environments with shifting demands or unpredictable needs, I enjoy building brand strategies that are comprehensive, emotional, and scalable.

EXPERIENCE

Brand Strategist, ShopRunner — New York, NY and Chicago, IL — December 2019 — Present

In this position, I worked with a wide variety of teams to bring approachability and renewed relevance to this multifaceted e-commerce brand. I also supported needs of many B2B partners and sales teams as well as maintained a very low cost of acquisition cost for consumer side of the business (near \$0). Digital brand work involved overall strategy, brand book development, wireframes, as well as qualitative and quantitative data analysis.

- Initiated, collaborated, and deployed a full brand book for ShopRunner, building on existing brand assets. Achievement resulted in improve efficiency of decision-making for the organization, consistency across products and teams, and improve brand perception by consumers and prospective partners.
- Collaborated on and supported ShopRunner's first direct B2B marketing effort and supported sales teams with interactive wireframes and prototypes.
- Continuously managed and directed cross-platform brand strategy, including origination of concepts, building of prototypes and production assets, as well as monitoring of performance, reporting to marketing and product.
- Lead time-sensitive brand initiatives including introduction of COVID-19 messaging for the brand, social justice initiatives, and informed product design for public properties through wireframes, prototypes, and user research, informed by brand principles.
- Developed long-term strategy for the company from a holistic product and brand perspective, presenting to executive board variety of concepts, prototypes, design philosophies, and UX baselines, all supported by user research.
- Drove the establishment of a large scale email “test and learn” program, focusing on identifying UI and brand exposure opportunities for both SR and partners, based on qualitative and quantitative feedbacks, managed through Jira, Looker BI software, and Iterable.
- Directed production of design through to development within email via Sketch, Figma, and Iterable softwares, paired with thoughtful and dynamic insertion of brand messaging through visuals and copy.
- Leveraged email learnings to scale to other properties including social media and website, working with teams across the organization to implement. Monitored performance via hand-built Looker BI dashboards.
- Email marketing performance metrics lift: Open Rate increase +7.2%, Click rate increase +9.68%, CTOR increased +3.8% YOY

Digital Lead and Creative Director, Flaneur — New York, NY and Los Angeles, CA — December 2017 to December 2019

In this position, I lead Flaneur's digital product development- including a comprehensive relaunch of their website- as well as art direction in the effort to drive growth and customer retention.

Digital Product:

- Lead complete website overhaul from concept to execution, initiated by a thorough brand audit.
- Decision-making regarding complete user experience/interface, art direction, selection of development team.
- Managed project and relationship with remote development team with sprint-based project management and comprehensive QC
- Pioneered new forms of interaction in the e-commerce and home textiles space including a color palette creator, swatch book system, and proprietary real-time order tracking systems.
- Designed userflows, wireframe, prototype, digital product to front-end development.
- Conducted user-testing, surveys, and piloting programs to increase growth and customer retention.
- Implementation of SEO strategy resulting in a 2,000% increase in organic traffic.

Creative Director:

- Designing peripheral assets such as receipts, return labels, stationery, gift cards, look books, and more.
- Creation comprehensive brand codes guide - from font usage, brand atmosphere/tone, appropriate imagery.
- Design and conceptualization of omni-channel creative assets guided by sales need, along with copy and theme.
- Directed seasonal photo shoots from concept to set styling and direction.

Freelance full-stack branding and marketing consultant — August 2010 to May 2017

Tasks include: Product design (Sketch, Figma, Drama/After-effects, Adobe Suite, user journey mapping softwares), corporate and startup brand development, pitch development (voiceover, syntax), data visualization, data analysis (organic), pitch deck development (VC), photography, copywriting, compliance (Plain English campaign, copy-editing), cross-timezone campaign planning, visual design, creative direction, logo design, front-end web development (CSS/HTML/Javascript), content creation, content layout, comprehensive SEO.

Lead Designer, Brand, NILI LOTAN — New York, New York — December 2015 to January 2017

Leading a full-stack branding effort, from copywriting, visual brand development, and marketing material at this luxury fashion house. Working directly with PR director and President and lead fashion designer (Nili) to execute an extremely cohesive and immersive brand experience while maintaining a very well defined aesthetic.

Creative Director, St. John's University — New York, New York — Sept 2014 to May 2017 Leading teams of photographers, graphic designers, content creators, and more, I developed countless campaigns, from Relay for Life to a full rebranding of St. John's University and Student Government, Inc.; from planning stages to execution, from digital content, print media, apparel and more. This work lead to increased interest in Student Government, Inc and student engagement with Student Government, Inc.-supported programming.

Clients include: Caraway Cookware (2020), Kayak, Andela, Sabine Heller, Barclays Wealth & Investment Management, Igwedimma Okafor, Plugged NYC, Humans of Cincinnati, The Source Magazine, DS206

Intern, Front End Developer and Visual Design, One Cent Movement — Singapore, SG — May 2012 to October 2012

Working with a team of three designers, I dictated the overall design direction for this young charity startup, with funding from Google. I also did extensive web development work, as well as maintaining an unorthodox work schedule and remote workplace.

PUBLISHED WORK

Bond Official — *What Makes Karl Lagerfeld So Irreplaceable?* — February 2019

Ebony Magazine — Chadwick Boseman Ups His Game (Cover story) — November 2018

The Interior Review — 8 Tips to Help Your Creative People — June 2018

St. John's Review — Name Games: Understanding Parent Company Naming and Brand Values — October 2017

EDUCATION

St. John's University, Queens, New York — 2013 – 2017

SKILLS

Proficient in the Adobe Suite (Photoshop, Illustrator, etc.), Sketch, and similar prototyping softwares (including No Code solutions such as Webflow). Proficient in Agile project management and PM tools such as Jira, git, and Bitbucket. Proficient in Looker BI tools, hiring tools: Hubstaff, email programming software such as Sendgrid, Mailchimp and Iterable, and customer support software such as Intercom. Proficient in Google Search Console; Google suite, Google Analytics (standard and tag manager). Extensive experience in Brand Book development and brand auditing. Proficient in front-end web development languages (CSS, HTML, Javascript, and derivatives), proficient in the Microsoft Office Suite, video editing, public relations, data analysis, visualization, photography, research, pitch development, advertising, copywriting, graphic design, public speaking, marketing strategy, writing, event planning, print media, social media content strategy/design.