

Elevating Brands Through Creative Intelligence.

MY PROFILE

Creative and strategic Digital Art Director with proven experience leading visual storytelling across e-commerce and social channels. Expert in conceptual development, art direction, and digital design, with a sharp eye for cohesive brand aesthetics. Adept at managing full creative life cycles — from concept through production — to deliver compelling, high-performing content that drives engagement and conversion.

SKILLS

ART & CREATIVE DIRECTION
BRAND IDENTITY DEVELOPMENT
DIGITAL MEDIA DESIGN
E-COMMERCE CONTENT STRATEGY
CAMPAIGN DEVELOPMENT
PHOTO & VIDEO ART DIRECTION
TALENT CASTING
CROSS-FUNCTIONAL LEADERSHIP

EDUCATION

GRAPHIC DESIGN
UMASS Dartmouth

GRAPHIC DESIGN
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WORK EXPERIENCE

PRINCIPLE DESIGNER | CREATIVE MANAGER 2015-CURRENT HASBRO

DEVELOPED and managed creative direction for all e-commerce and digital content, ensuring alignment with brand voice and marketing objectives.

PLANNED and art directed studio photo and video shoots — overseeing set design, styling, lighting, and creative concepts. Collaborated with photographers, stylists, and production teams to execute visually engaging campaigns for digital and social platforms.

DESIGNED and optimized digital assets to enhance brand storytelling and drive user engagement across multiple channels. Provided mentor-ship and creative feedback to design and content teams to elevate overall creative output.

OWNER | CREATIVE DIRECTOR 2006-2015 CHURCHILL CREATIVE CO

PLANNED all aspects of brand development, creative direction, and project execution. With a strong focus on storytelling through design, defining visual identity with clarity, consistency, and impact.

DEVELOPED cohesive brand systems, including logos, color palettes, typography, and visual guidelines that reflect each client's values and goals. Overseeing creative concepts from ideation to execution across platforms, ensuring alignment with brand strategy and aesthetics.

MANAGED client relationships, creative and time lines to deliver high-quality projects on schedule and budget for all aspects of business management including client acquisition, budgeting, invoicing, and creative work flow optimization.



WORK EXPERIENCE

SENIOR DESIGNER

2002-2006

ROBERT ALLEN GROUP

DIRECTED concept development and design for a wide range of internal corporate collateral, including newsletters, event invitations, sales meeting materials, and showroom collateral

LED and art-directed photo shoots, ensuring creative alignment with brand identity and project objectives including design templates and standardized visual systems to strengthen and maintain a consistent corporate identity across all departments and materials. Partnered with Visual Merchandising to create a unified aesthetic and signage system for all corporate showrooms.

EXECUTED pre-press production tasks, including color correction, layout preparation, and print coordination to ensure top-quality deliverables.

**I'm passionate about using design to inspire,
inform, and make an impact—bringing thoughtful
creativity and attention to detail to every brand
I collaborate with.**

