

STARBUCKS

Associate Creative Director (2018 – present)

Supports the creative development and execution of Starbucks' brand storytelling, social impact initiatives, and corporate communications that align to the company's mission and values.

Directly manage a team of multidisciplinary designers and work closely with brand managers and key stakeholders to bring rich, human-forward narratives to life through high-quality, thoughtful cross-channel campaigns.

Advanced the development of the Starbucks Stories website by working directly with web developers on new tools and content blocks, with the objective of improving the overall user experience, optimization for mobile viewing, and the advancement of web-specific storytelling capabilities.

Launched creative for numerous brand initiatives, cross-channel campaigns, corporate communications, and social responsibility reports, ensuring cohesive creative expression across all platforms.

Actively collaborated with Starbucks Leadership to shape processes, culture, and resources for our 20+ person creative team. Mentor early-career team members, including establishing specific goals that drive personal and professional growth and development.

Regularly present creative work to Director, VP, and EVP audiences, and communicating relevant feedback and next-steps with the working team of designers.

Developed methodology guidelines for inclusive and diverse human-forward illustration for use in Starbucks heritage month storytelling.

Sr Graphic Designer (2014 – 2018)

Collaborated with a team of four designers developing in-store promotional concepts and brand initiatives for international Starbucks store locations.

Led large-scale seasonal product marketing campaigns that encompasses brand strategy, with creation and development that attracted target audiences, generated a buzz and delivered on business expectations.

Created robust shot lists and art directed photo shoots, with strong collaboration between photographers, food stylists, and creative leadership.

Ensured all projects released on time and on budget, while meeting the business objectives outlined in the creative briefs established by our business partners.

THE ACADEMY OF ART UNIVERSITY

Professor (2012 – 2014)

Taught four semesters of Principles of Graphic Design which introduces first-year design students to the fundamental principles, terminology, guidelines, methods and systems necessary to solve graphic design problems.

Developed course curriculum, scope for assigned projects, required reading, and lectured on the historical milestones of graphic design.

THE AMERICAN CONSERVATORY THEATER (A.C.T.)

Sr Graphic Designer (2011 – 2014)

Led the visual branding, marketing and fundraising goals for the Bay Area's largest non-profit theater organization.

Collaborated with a team of designers on cross-platform marketing campaigns, created brand standards and guidelines, managed project timelines and key milestones, provided art direction in photo shoots, set files up for print production, and mentored design interns.

GENSLER ARCHITECTURE & DESIGN

Graphic Designer (2006 – 2011)

Created strategic brand and environmental design systems for a variety of domestic and international Fortune 500 office spaces.

Collaborated on small to large project teams as lead graphic designer, taking clients from conceptual development through mock-ups, construction documentation, production and installation.

LOVE ORANGE (FORMERLY TOMPERT DESIGN)

Graphic Designer, Contract (2006)

Conceived and designed identity and collateral solutions for various industries, including life sciences, a non-profit fighting for global women's rights, and a children's retail company.

EDUCATION

The Academy of Art University
San Francisco, CA
BFA, Graphic Design

DESIGN AND LEADERSHIP SKILLS

Over 17 years of creative experience, with fluency in art and creative direction, graphic design, typography, photography, and illustration.

Demonstrated leadership experience guiding processes at a team level and leading high-impact projects across cross-functional teams and business partners.

Mastery of Adobe Creative Suite, Microsoft 365, Google Workspace, Wordpress, and Opal.

A passion for cultivating relationships, leading and mentoring Creatives with empathy and understanding, and using that rapport to align teams around a vision.

Experience in developing and executing an editorial design strategy and an advanced understanding of what makes content engaging and successful across platforms and audiences.

An understanding of the nuances of cultural identity and a passion for crafting experiences that connect to human values.

A fountain of ideas and creative thinking to implement quickly, laterally, independently or collaboratively.

FEATURED WORK

Print Magazine, 2007 Design Annual
Publication: *Ton* (Chronicle Books)

Print Magazine, 2007 Design Annual
Publication: *Tools* (Chronicle Books)

Graphis Logo
meli Meli identity (Orange Love)

RECOGNITION

Profiled on Starbucks Stories: [LOVE: Meet the designer of the Starbucks Pride cup people are buzzing about](#)

CoreNet Global 2008
Industry Excellence Award for the

31st Annual Interiors Awards
Small Office Category

Northern CA IIDA Honor Awards
Merit Award in the Work Small Category

Northern CA IIDA Honor Awards
Merit Award in the Work Big Category

ADDITIONAL CLIENTS

- + The American Conservatory Theater (A.C.T.)
- + The Arc of San Francisco
- + A Sensible Theatre Co.
- + Birkenstock Lighting Design
- + Chronicle Books
- + Columbia University
- + Cooper Roberts Research
- + Honoring Emancipated Youth (HEY)
- + Hunting Hill Global Capital
- + James Dixon, Architect
- + Leapfrog Enterprises, Inc.
- + Shane Wines
- + SiteLab Urban Studios
- + Strand Foods
- + Techshop
- + Transcend
- + Vector Services