
Experiences

IPG Design Strategist, July 2021–December, 2025, New York

- Developed pitch strategies, led pitch creation and design for integrated pitches across IPG network agencies
- Built customized 'micro-site' for each integrated pitches: Bayer, BMW, Burger King, Harman, Pfizer, L'Oréal, Miele, Hugo Boss, Papa Johns, etc

FCB Global Design Director, April 2018–July 2021, New York

- Oversaw and led the global creative design
- Created branding and presentations for integrated pitches across IPG network agencies
- Collaborated with FCB network agencies to present design strategies and creative solutions on agency projects

Publicis N.A. Design Director, June 2017–April 2018, New York

- Created and led the brand system for launch of new campaign for Samsung from concept through execution
- Created brand guideline of seasonal events for Walmart
- Art directed and created visual directions for pitches

Kirshenbaum Bond Senecal Senior Designer on BMW Social, March 2016–June 2017, New York

- Created campaign content for high-profile BMW initiatives, sponsorships and events
- Edited online videos and films for BMW's social media channels
- Art directed branded cinemagraphs, GIFs and visuals

Kirshenbaum Bond Senecal Creative Lead on New Business, September 2013–March 2016, New York

- Oversaw and led presentations pitches for internal/external meetings
- Worked with production/studio on case study videos

Orange & Blue Design Group Senior Designer, March 2012–November 2012, New York

- Created and specialized packaging, collateral materials and corporate identity for John Varvatos, Mariah Carey, etc.

Virtual Beauty Motion Graphics Designer, October 2010–February 2012, New York

- Motion graphics for various projects
- PowerPoint presentations for Estée Lauder

Education

School of VISUAL ARTS

Master of Fine Arts in Design, New York

School of VISUAL ARTS

Bachelor of Fine Arts in Graphic Design, New York

Awards/Honor

- Cannes Silver Innovation Lion for Ada, 2017
- Cannes Lions Shortlist
- Digital Craft & Lions Health for Ada, 2017
- CLIO Awards Silver for Ada, 2017
- Trend Book, Dutch Design Week Eindhoven, 2011
- Adobe Design Achievement Awards, 2010
- 36 Young Designers in Asia, DESIGNNET, 2010
- HOW International Design Awards, 2010
- Adobe Design Achievement Awards, 2009
- Logo Lounge Vol.5, 2009
- Flux08, AIGA, 2008
- CMYK Magazine #40, 2008
- Graphis New Talent Design Annual, 2008
- Evaluated as a High Level of Achievement on: Senior Portfolio Review, 2007
- Junior Portfolio Review; Class Top 10%, 2006
- Sophomore Portfolio Review; Class Top 10%, 2005
- School of VISUAL ARTS Dean's List; 2004–2007
- President Education Award, 1999