
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