



COMPETENCIES

WEBSITE DESIGN

USER EXPERIENCE

BRAND DEVELOPMENT

WIRE FRAMES

PRINT DESIGN

CRM CAMPAIGNS

SOCIAL CAMPAIGNS

MEDIA STRATEGY

TESTING STRATEGY

USER RESEARCH

USER PERSONA CREATION

PERSONALIZATION STRATEGIES

STORYBOARDING

PHOTO DIRECTION

VIDEO PRODUCTION

CLIENT PRESENTATIONS

PROJECT MANAGEMENT

TEAM LEADERSHIP

DATA ANALYTICS

ADOBE CREATIVE SUITE

HTML / CSS

LUCIDCHART / BALSAMIQ

FIGMA / INVISION

MICROSOFT OFFICE

TABLEAU

ASANA / JIRA / WORKFRONT

EDUCATION

University of Connecticut
BFA: Graphic Design

PROFESSIONAL SUMMARY

As a creative leader, I empower teams through collaboration and collective innovation. I specialize in building high-performing teams that craft exceptional, research-driven user experiences for top brands. A hands-on contributor, I'm dedicated to delivering industry-leading solutions that resonate with consumers and drive results.

EXPERIENCE

ebbo • Senior Creative Director 8/2017 to Current

Leadership & Strategic Vision

- Direct a cross-functional team of in-house UI designers, UX architects, content creators, A/B testing managers, product marketing specialists, and video/animation producers—to deliver cohesive branded digital and print campaigns across all business lines, including agency clients, DTC, and B2B, while fostering a culture of continuous learning and professional growth.

Creative Strategy & Brand Development

- Establish and implement brand guidelines and storytelling frameworks, elevating clients visual identity and voice across all channels. These high-impact campaigns have significantly boosted customer engagement for high-profile clients such as **Bread Financial/NFL, Lowe's, Subway, FYE, Signet Jewelers, Lane Bryant, Johnson & Johnson, ColdWater Creek, Laura Geller, Full Beauty Brands and more.**
- Lead the entire creative process from start to finish—crafting compelling creative briefs, driving conceptual brainstorming, providing strategic design feedback, executing hands-on design, and delivering polished final concepts with impact.

User Experience & Data-Driven Testing

- Champion data-driven A/B testing initiatives for loyalty clients, optimizing acquisition landing page campaigns for maximum impact and ROI that exceed KPI targets by achieving **+30% wins in conversion rates.**
- Execute user-centered design approaches by leveraging data insights, contributing to actionable design improvements in the user journey. Develop UX design systems to streamline design workflows.

Operational Excellence & Process Optimization

- Oversee a multi-million dollar budget for marketing tools, managing vendor relationships, negotiating contracts, and ensuring resource alignment with strategic goals.
- Implemented an agile JIRA workflow, creating a sprint and backlog system to enhance team capacity and efficiency facilitating **200+ unique project tasks** monthly; provide detailed reporting on performance metrics.

KnockMedia • Creative Director 7/2014 to 8/2017

- Director of agency UX, design, marketing and video teams producing elite integrated digital experiences.
- Integral member of the management team actively engaged in shaping business-critical decisions regarding projects, cash flow requirements, and staffing considerations.
- Conducted compelling pitch presentations to key client stakeholders, showcasing project concepts, and proposing strategic digital marketing plans.
- Built Google Analytics dashboards for clients to deliver trackable, traceable and actionable results.
- Mentored college students on UI/UX best practices through semester long internships in our NH office.

Schneider Electric • Global Art Director 6/2011 to 7/2014

- Worked directly with global business stakeholders to determine campaign strategy (content creation and positioning), go-to-market assets and scope of works.
- Traveled internationally to engage key clients, conducting interviews and filming customer case studies. Art directed local French and ASO photographers during the Paris Marathons.
- Team resource manager responsible for reviewing projects, assigning resources and art directing final assets.
- Accountable for assuming the lead role on projects, conceptualizing ideas, providing art direction, photo direction, executing creative design, and overseeing projects through completion.

Henkel Corporation • Senior Web Designer / Creative Services Supervisor 3/2005 to 5/2011

- Facilitated the daily activities of (9) designers. Project managed, assigned, scheduled and created time estimates for staff. Main point of contact for all client requests, questions and support.
- Worked with management on employee performance reviews, staff training plans and yearly budget needs.
- Web Design: Established strategies for new Henkel product and promotion websites. Designed and coded websites, forms, templates and email campaigns.
- Print Design: Delivered comprehensive campaign concepts for: trade show graphics and displays, sell sheets, logos, distributor training and promotional materials, ads, brochures and direct mail.