

Staff-level brand and design leader with 15+ years of experience building scalable visual systems, digital experiences, and global brand initiatives across fashion, technology, editorial, and lifestyle sectors. Specialized in typography-driven design, creative direction, and high-craft brand execution across digital and physical platforms.

Core Skills

Brand Systems & Visual Identity, Art Direction, Creative Direction, Brand Governance, Design Systems, Digital Brand Experience, Web Design, Digital Product Design, UX/UI Design, Typography & Layout Systems, Campaign Design, Editorial Design, Visual Storytelling, Motion & Digital Content, Cross-Functional Collaboration, Creative Leadership, Figma, Adobe Creative Suite, Webflow, Print Production, AI-Assisted Creative Workflows, Mentorship & Design Critique

Work Experience

Art Director & Senior Brand Designer

FREELANCE, 2010-PRESENT

- Lead brand, digital, and editorial design initiatives for international clients across fashion, technology, retail, and lifestyle sectors.
- Develop scalable visual systems and high-fidelity brand experiences across web, campaign, packaging, and print.
- Direct projects from creative strategy through production, ensuring consistency, precision, and craft across all touchpoints.
- Partner cross-functionally with clients, developers, strategists, and marketing teams to deliver cohesive creative outcomes

Art Director & Senior Brand Designer

RAIN AGENCY, 2022-2023

- Led creative development and execution for integrated campaigns across real estate, retail, and consumer sectors.
- Managed end-to-end project delivery for clients including GWL Realty Advisors and Cybex.
- Balanced strategic direction, visual craft, and production oversight across fast-paced multidisciplinary projects.
- Collaborated with cross-functional teams to maintain consistency, clarity, and high design standards throughout execution.

Art Director & Senior Brand Designer

BALLENTINE, 2019-2022

- Directed creative strategy and visual systems development for global clients including Samsung Next and Kit & Ace.
- Established scalable brand frameworks and design standards across campaigns, digital platforms, and brand communications.
- Led multidisciplinary teams through concept development, critique, and execution for high-visibility brand initiatives.
- Helped define agency creative standards through systems thinking, typography, and visual refinement.

Work Experience

Art Director, Brand

LULULEMON, 2018-2019

- Directed global digital campaigns and brand initiatives across 10+ international markets.
- Led visual strategy and rollout for the launch of lululemon practice across North American cities.
- Oversaw creative execution for major campaigns including International Day of Yoga and SeaWheeze.
- Collaborated across marketing, retail, and creative teams to maintain cohesive storytelling and consistency at scale.

Art & Design Director

INVENTORY, 2011-2016

- Led art direction and publication design across nine issues of Inventory magazine.
- Oversaw editorial design systems, print production, typography, and visual pacing across longform content.
- Directed collaborative projects with brands including lululemon lab and WP Lavori in Corso.
- Produced high-craft editorial experiences grounded in typographic precision and narrative clarity.

Education

CAPILANO UNIVERSITY*

2008-2011

*Formerly Capilano College

IDEA: Illustration & Design Elements & Applications

Advanced Diploma, with honours

Key Competencies

Typography-Driven Art Direction

Crafting refined visual experiences through disciplined typography, composition, hierarchy, and editorial design systems across digital and physical platforms.

Visual Systems & Brand Governance

Building scalable brand frameworks and design standards that ensure clarity, consistency, and cohesion across platforms and teams.

Digital Systems & Web Experiences

Designing scalable digital experiences and web systems with a strong focus on usability, visual consistency, and production-ready execution.

AI-Assisted Creative Workflows

Leveraging AI tools for concept development, visual exploration, scalable asset production, and systems-driven creative processes.

Creative Direction & Brand Stewardship

Defining and evolving cohesive brand experiences across campaigns, digital platforms, and multi-channel communications.

Design Critique & Mentorship

Elevating creative quality through thoughtful dialogue, collaborative critique, and hands-on guidance across teams.

Cross-Functional Creative Leadership

Leading cross-functional teams to deliver cohesive, high-quality creative outcomes.

Motion & Narrative Design

Creating cohesive visual narratives across digital, campaign, motion, and multi-platform brand experiences.

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