

ABOUT

Director-level design leader with 12+ years of experience in Visual Design and Design Engineering. I lead cross-functional teams from the canvas itself, balancing creative output to inspire teams with mentorship and strategic planning. I have proven ability to drive growth and retention of design talent that makes for mighty and diverse creative teams in many different industry environments.

EDUCATION

Florida State University
Bachelor of Fine Arts (B.F.A.) in Studio Art, Graphic Design

Northwest Florida State College
Associate of Arts and Sciences (A.A.S.), Digital Comms and Media

SKILLS

Figma / Sketch / Framer
Adobe Suite
Presentation Design
Google Suite
Brand Design & Art Direction
Web3 and blockchain technologies

Web Design & Front-End Dev
Illustration
UI & Interaction Design
Motion Design
Photography
Hardware Dev & IoT Design

SPEAKING

Raleigh Durham Startup Week - Design is not your Differentiator (Unless it is) 2025
Startup Week Tallahassee - The Future of Collaboration 2022
AIGA Boston - Design for Augmented Intelligence - 2019
Domi - Smart Cities: Trends & Opportunities in Urban Tech - 2018

EXPERIENCE

Design Engineering Director

August 2024 - Present **REMOTE**

Freelance (Self-employed)

- Working across the gamut with large organizations, non-profits, and startups to create 0 to 1 brand identities and design systems in Figma. Creating and coding websites and apps in Framer, Webflow, and React. Leveraging tools like Cursor, Loveable, and Bolt to collaborate with startups on initial prototypes.

Interaction Design Director (Contract)

January 2023 - August 2024 **REMOTE**

U.S. HHS - Office of the U.S. Surgeon General

- Returned to lead the execution of visual design and motion design of our Social Connection and Loneliness advisory and Firearm Violence Advisory campaigns under Vivek Murthy.

Product Design

July 2021 - January 2023 **REMOTE**

Urban Transit Labs - Station

- Created and maintained V2 of Station's design system and contributed to key strategy when shifting to group management before their acquisition by Coinbase. Led marketing efforts to increase adoption.

Head of Design

June 2021 - March 2022 **CAMBRIDGE, MA**

Zapata Computing

- Led projects involving multiple work products and oversaw the work of other specialists and contractors to increase adoption for pending IPO. Led a product design team and created a design system Zapata's flagship Orquestra Studio platform, and a re-launch of the marketing website.

Interaction Design Director (Contract)

June 2021 - January 2022 **REMOTE**

U.S. HHS - Office of the U.S. Surgeon General

- Hired a team of 4 designers and 2 researchers for the Innovation & Design Group within the U.S. Office of the Surgeon General under Vivek Murthy. Designed branding of the Surgeon General's first ever podcast in American history: House Calls with Dr. Vivek Murthy (in the top 3-5% of podcasts on Spotify).

Sr. Experience Designer 2

March 2021 - August 2021 **WATERTOWN, MA**

Adobe - Creative Cloud Canvas

Sr. Visual & Interaction Design Lead

June 2016 - March 2021 **CAMBRIDGE, MA**

IDEO CoLab

Partner & Creative Director

June 2015 - June 2018 **TALLAHASSEE, FL**

Foremost Creative

Digital Product Designer / Art Director

November 2014 - June 2015 **TALLAHASSEE, FL**

TBWA\Worldwide

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