

ABOUT ME

I am a passionate and experienced Creative Director with over 17 years in the field, dedicated to conceptualizing and executing innovative ideas across various media platforms. I specialize in delivering award-winning solutions that align with strategic business objectives. My creative expertise spans a broad spectrum of disciplines that includes, creative strategy, integrated marketing, and storytelling. My expertise spans various disciplines, including video production, motion graphics, multimedia, generative AI, print, out-of-home advertising, UI/UX design and branding.

As a connector and strategic thinker with a global perspective, I excel at crafting captivating visual narratives that resonate with audiences and leave a lasting impression. I am committed to blending artistry with strategy to ensure that every creative solution is both visionary and aligned with business goals. I push boundaries and deliver cutting-edge results by leveraging AI to enhance the creative process.

PROFESSIONAL SKILLS

Campaign Execution	Proposal Development
Corporate Branding	Storytelling
Data Analytics	Strategic Alignment
Graphic Design	Strategic Development
Infographics	Team Development
Motion Graphics	UI/UX Design
Page Layout	Video Editing
Project Management	Visual Communication

SOFTWARE SKILLS

Adobe After Effects	Maxon Cinema 4D
Adobe Illustrator	MidJourney
Adobe InDesign	Runway AI
Adobe Photoshop	Chat GPT
Adobe Premiere	MS PowerPoint
Adobe XD	MS Word
Google Web Designer	MS Excel

AWARDS

Hermes 2018 Creative Awards:
Platinum award
32 Annual Educational Advertising Awards:
Silver award
32 Annual Educational Advertising Awards:
Bronze award

EDUCATION

Mt. Sierra College
Bachelor's in Multimedia Design
2004 - 2007

WORK EXPERIENCE

Creative Art Manager | KPMG

2022–present

- Crafted human-centered creative concepts and articulated big ideas that effectively built belief and drove behavior change among leaders and employees in large, complex organizations.
- Executed concepts across multiple mediums, including animation, video, environmental and digital signage, workshops, and training materials, enhancing engagement and impact.
- Leveraged generative AI to develop innovative design solutions that balanced strategic development with client business objectives, addressing both leader and employee perspectives.
- Collaborated with KPMG consultants and creative partners—designers, writers, videographers and animators—to deliver cohesive and innovative project outcomes.
- Led project design and development by creating initial graphic concepts, devising functional design solutions and conducting thorough QA of all creative deliverables.

Global Video and Motion Graphics Lead | Deloitte

2017–2022

- Spearheaded the planning, launch, and management of a 19-member video and motion graphics design team, leading to a 7% increase in customer satisfaction, a 35% reduction in project completion time, a 100% increase in utilization of hours and a 120% rise in project volume.
- Developed video campaigns for the Leadership and Proposal team, supporting over \$1.5 billion in pursuit value.
- Analyzed monthly performance reports to measure team efficiency, identify trends and create quarterly action plans to achieve key targets.
- Conducted regular meetings with direct reports to discuss career growth, set short-term and long-term goals, address challenges and identify development opportunities.
- Managed daily operations of the Creative Services Global video and Motion team, providing art direction, project logistics, and aligning designers with the right projects to ensure timely and high-quality delivery.
- Collaborated with advisors and co-leads to establish operational efficiencies, troubleshoot technical issues, and develop tools and resources that supported team growth.
- Designed and facilitated training programs to enhance the team's skills and capabilities, effectively addressing the increased volume of video projects.

Sr. Graphic Designer | Brandman University

2013–2017

- Partnered with the online marketing director to redesign the university's website, resulting in increased visitor traffic, reduced bounce rates, improved SEO and a boost in new leads and form submissions.
- Led A/B testing initiatives to uncover key insights that informed user-centered design solutions.
- Translated data and metrics from monthly reports into actionable design solutions that enhanced user experience and campaign effectiveness.
- Aligned organizational business objectives with campaign messaging, providing clear direction to creative agencies to ensure consistent and impactful communication.
- Streamlined processes to enhance the speed and quality of creative work, identifying opportunities for improvement in existing workflows.
- Maintained brand standards across all internal and public-facing deliverables through rigorous quality control, including proofing, reviewing, and evaluating creative output.
- Contributed to the ongoing development of brand style guides and initiatives to strengthen brand awareness.
- Developed a wide range of marketing collateral, including print ads, direct mail, posters, brochures, web banners and multimedia assets.
- Collaborated with external ad agencies and vendors to create and implement new marketing campaigns effectively.

Freelance Graphic Designer | MN Graphics

2008–2013

- Facilitated stakeholder discovery sessions to identify desired outcomes and align on campaign and project logistics.
- Crafted visually appealing marketing collateral, including commercials, logo animations, promos, show reels, posters, catalogs, banners, and brochures, adhering to brand guidelines and templates.
- Supported business owners by aligning marketing strategies with key business objectives, driving effective campaigns.
- Coordinated with agencies, freelancers, and printer vendors to ensure delivery of finalized products to customers.

UI/UX Designer | Siho Media

2007–2009