

professional experience

bloomingdales
south florida
present -2.5 years

I am a creative visual strategist with a refined approach to experiential design in the luxury space. I craft immersive brand moments and elegant in-store environments that evoke emotion and elevate the customer journey. Through thoughtful narratives and striking visual displays and interactions, I bring fashion to life with clarity and impact.

beaux arts nsu art museum
south florida
7 years

As president and chair of this respected nonprofit dedicated to advancing arts appreciation in south florida, I led a visionary collective whose efforts contributed over \$2.6 million in support of the nsu art museum. Our forward-thinking initiatives enriched educational programming and extended the museum's reach, fostering a deeper cultural dialogue with emerging generations of creatives and patrons.

l'oreal maybelline new york
575 fifth avenue new york
1 year

I guided the global creative direction for a leading american beauty brand under l'oréal's portfolio. I focused on the strategic redesign of point of purchase systems and primary/secondary packaging across lip and nail categories. I elevated brand expression to align with regional market aesthetics and consumer behavior. I spearheaded global product launches—translating concept through to tactile, cohesive user experiences on a worldwide scale.

victorias secret stores
new york / columbus, ohio
2 years

As the associate creative director I integrated campaigns for a mass-prestige brand at scale, overseeing creative across photo shoots, print, in-store marketing, tv, digital, and visual merchandising. I led a multi-disciplinary design team and partnered across departments to align aesthetic vision with commercial goals. I helped shape the brand's visual storytelling during a transformative period in its cultural and market presence.

chanel frédéric fekkai
600 madison avenue new york
5 years

In my role as art director I crafted timeless visual identities and packaging systems for frédéric fekkai luxury haircare and full-service salons. I curated and led bi-coastal and international photo shoots, marrying evocative imagery with refined typography. I executed a cohesive visual language across packaging, promotional materials, salon environments, and publications—elevating brand presence through thoughtful, immersive design.

parsons school of design
new york
MPS degree
communication design
digital product design

parsons school of design
new york
BFA degree
communication design

parsons school of design
american university of paris
paris, france

the art institute of
fort lauderdale
AAS degree
visual communication

continued professional experience

calvin klein crk advertising
205 west 39th street new york
3 years

I contributed to the iconic calvin klein brand through detailed graphic design across a broad spectrum of product packaging and printed collateral. Projects included men's underwear and hosiery packaging, garment hang tags, pocket flashers, home furnishings labels, promotional materials, and event invitations. I supported campaigns across multiple divisions, contributing to fragrance, accessories, and home media. I collaborated on print ads, outdoor campaigns, and digital brand expressions—ensuring consistency and clarity across all consumer touch points.

pinkhaus mercedes benz north america
south florida
2.5 years

At this boutique creative studio, I led the design and art direction of accessories catalogs for mercedes benz north america. Responsibilities included concept development, layout design, casting, location scouting, and photo shoot direction. I collaborated closely with top tier photographers, stylists, and creative talent to produce sophisticated print materials that reflected the brand's prestige. I also maintained strong, responsive client relationships, ensuring creativevision aligned with strategic objectives.

harper's bazaar magazine
1700 broadway new york
2 years

I supported the award-winning art department during a pivotal creative era under fabien baron and liz tilberis. I managed photographic portfolios, monthly production workflows, contributed to fob/bob page design, and assisted in editorial layout development. I became the graphic designer in the promotions department, where I created design of advertising accolades, and promotional materials—maintaining the publication's celebrated aesthetic and visual standard.

pentagram design
212 fifth avenue
1 year

I was a graphic designer on paula scher's team at one of the world's leading design studios. I supported print production, identity development, and package design for clients including the museum of natural history, burger king, and the new york times magazine. I contributed to the creation of bold, culturally resonant work that combined strategic thinking with typographic excellence.