



Info

Passion for impactful experiences.
Curiosity about the cultures around us.
Dedication to the craft and the process.
Consistency in simplifying the complex.

Currently

Studio A/D Senior Creative

2021 - C.

Delivering creative solutions for established and emerging brands and artists across the spaces of technology, design, health & wellness, music and fashion. Thinking big and executing on the details. Focusing on brand identities and building out activations across social, digital and ooh touchpoints.

Client partners: Opal., Zóra Urbányi, Wookmama, Oui Sustain

Amazon Alexa Freelance Senior Creative

10.23 - C.

Seamlessly integrated into the company, swiftly familiarized myself with its brand and standards, and efficiently executed a co-marketing campaign. Currently, leading design projects for Alexa and Echo devices across social media, product and brand.

Formerly

Starbucks Global Creative Studio Freelance Senior Creative

10.22 - 04.23

Collaborated with associate creative directors, senior executives, copywriters, and marketing managers to define strategic direction and develop creative for in-store experiences (100% Reusables) and co-marketing campaigns (Delta x Starbucks).

- Illustrated and designed packaging for seasonal and special release coffees

Spotify Freelance Creative

07.22 - 10.22

Worked closely with a staff product designer and researcher to craft bespoke user experiences and animated prototypes showcasing future (3-6 years) concepts for *Brands on Spotify*.

Dolby Senior Designer

11.17 - 07.21

Mentored, managed and led a team of four designers and two external partners to establish an updated social media toolkit, an iconography language, motion design theories, and an updated brand color theory all within a global brand refresh

- Led the social pillar of brand marketing campaigns for Dolby Atmos in collaboration with Amazon Music, Apple Music and the AMA's
- Led UI design, branding and GTM creative of Dolby On, a hi-fi capture app for creators

Toaster Senior Designer

09.14 - 11.17

Worked on embedded teams of creative consultants covering a range of digital work including brand identities, app launches and product explorations.

Client Partners: Google, YouTube, Evernote