
Summary

24+ years industry experience working with large brands in web, mobile, print, interface, branding, advertising, and marketing design across the mobile gaming, music, action sports, and automotive industries including an animation, illustration, UI/UX, and programming background.

Design & Development

Creative Director, Communications

Zynga | March 2020 – April 2024

Responsible for directing and executing business-critical visual communications content materials while building Zynga's brand identity through social media, email, partnerships, advertisements, and products, helping it to become one of the largest developers of mobile games in the West with more than 183 million monthly active users playing its mobile games.

- Developed and maintained a comprehensive set of brand guidelines that reflect our brand identity, including brand values, voice, tone, visual style, logo usage, typography, color palette, and other key elements.
- Collaborated, supported, and partnered with Product and Marketing along with other cross-functional teams to create visual assets that bring personality, narrative, and visual consistency to creative assets while communicating the company vision.
- Managed and owned multiple design projects from conception to delivery, concurrently, ensuring timely delivery, and a high standard of quality.
- Provided direction and mentorship.
- Managed company creative assets for internal and external use.
- Created business-critical communication assets including building presentation decks for the company, its customers, and partners.
- Supported video/motion pieces.
- Retouched and edited all forms of imagery as needed, including creating mockup of products and branded environments.

Lead Designer, Corporate Marketing

Jam City | April 2016 – March 2020

Worked collaboratively with cross-functional teams to produce, implement and deliver a variety of digital assets across more than a dozen game titles - reaching millions of players every month.

- Oversaw the creation and execution of all Jam City corporate marketing collateral in order to uphold brand consistency and integrity.
- Created advertising collateral for high profile IPs such as Disney's Frozen 2, Harry Potter, Family Guy, Futurama, Dr. Seuss' The Grinch, and Peanuts by Schulz.
- Produced product and marketing decks for corporate partnerships.
- Collaborated with cross-functional departments, including Employee Engagement, Publishing, Recruiting, Communications, and Business Develop to generate creative assets, provide creative strategy and advise on external branding.
- Designed and generated social media assets.

Design & Development (cont.)

Creative Director

TEN: The Enthusiast Network | March 2006 – March 2016

Oversaw the creative execution of mobile and website redesigns, sales and marketing campaigns, product features, and event micro sites across all 25 action sports and entertainment properties. Helped the company grow from a startup to the leading provider of Outdoor and Lifestyle content, reaching more than 45 million unique users every month.

- Served as the principle creative resource in communicating brand vision and guidelines across 25 online action/outdoor properties.
- Designed and standardized multiple sites including: DewTour 2016, BikeMag.com, GrindTV.com, Fuel.TV, CanoeKayak.com, LineOfTheWinter.com, PacificPaddleGames.com, LowersPro.com, OakleyProJunior.com, SurfShopChallenge.com, and BaseballAmerica.com.
- Produced a wide range of assets including, but not limited to web and mobile user interfaces, email graphics, info graphics, PowerPoint presentations, logos, icons and ad units.
- Awarded 4 design patents for creating an innovative user interface on TheBubble.com. U.S. Patents: #D665420, #D665421, #D665422, #D654928, #D654929, #D654930.

Skills & Qualifications

Core Competencies

- Strong background in graphic design and passionate about beautiful, strong, clean design
- Obsessed with fonts, color palettes, and consistency
- Constant and curious learner with a passion to evolve
- Excellent design, technical, organizational, interpersonal, and written communication skills
- Ability to translate strategic vision into tangible project deliverables
- Strong work ethic with an ability to thrive in and enjoy a fast-paced, dynamic work environment
- Outstanding presentation skills and the ability to articulate strategic creative solutions to clients
- Ability to multi-task while coordinating multiple projects and resources
- Proficient within Adobe CC (Photoshop, Illustrator, After Effects, etc.) Microsoft Office (Outlook, PowerPoint, Excel, Teams, etc.), Google Drive (Slides, Sheets, etc.) Jira, Miro, Keynote, Unity Game Engine, HTML 5, CSS 3, PHP, MySQL, C#

Independent Work

- Developed, published, and sold original products such as game development assets, tools for designers, free-to-play games, and a web comic that combined have reached tens of thousands of gamers, developers, and artists world-wide and have been featured on sites like BuzzFeed, Mashable, Upworthy, and Shopify.

Education

Honors Graduate from The Art Institute of Los Angeles
Santa Monica, CA
Associate of Science Degree in Animation