

PHILOSOPHY

The optimism in knowing there is always a better way to do anything drives me to the design process. I seek to create meaningful experiences people love through collaboration & storytelling.

WORK EXPERIENCE

EATSA *Design Director (Store Experience)* 2014 - present

Eatsa is a team of creative thinkers pioneering the future of automated retail.

Leading environment and industrial design for all eatsa locations and distribution concepts, including the creation of eatsa's award winning first store and flagship in San Francisco.

Ideating, creating and implementing completely unique customer facing retail products that promote a user-centered design philosophy.

Driving concept design and aesthetics for future in-store products and experiences to accelerate growth of eatsa's partners.

Defining innovation opportunities proactively across all design touchpoints at both the eatsa stores and corporate workflows to exceed customer expectations and create a best-in-class user experience.

Creating and implementing internal design testing programs including virtual reality environments as well as full scale physical store prototypes.

- * 1st Place (Gold) Design Award from A.R.E. for recognition within Fast Food design
- * 1st Place Design Award from Retail Design Institute for Quick Service Restaurants
- * 1st Place Innovation Award from Retail Design Institute for Technology
- * Media coverage via New York Times, BBC, Time Magazine, FastCompany, Forbes, CNN, NBC, CBS, ABC, CNBC, Tech Crunch, CNET, PSFK, Business Insider, USA Today and many more

WD PARTNERS *Associate Creative Director (Brand Experience at Retail)* 2012 - 2014

WD Partners is an award-winning customer experience expert for global retail and consumer goods brands that specializes in integrating the space between physical and digital.

Partnered with clients, team members, external agencies and consultants to solve business problems, elevate brands and develop best-in-class design and strategy at retail.

Lead strategy, design direction and process on projects. Oversaw project teams to execute against creative intent and schedules from initial strategy stages through design development.

Built and sustained client relationships by operating as primary design interface with clients on projects, assisting in managing expectations and team communication.

Guided and mentored other designers on projects, leading design critiques and brainstorming while building design intelligence and a collaborative team environment.

- * Led design and strategy on 'Future of Grocery' initiative that resulted in \$1MM awarded business from Safeway Inc.
- * Media coverage via FastCompany for 7-Eleven reinvention

LEO BURNETT / ARC WORLDWIDE *Senior Designer (Retail Design & Strategy)* 2007 - 2012
Leo Burnett is a globally active advertising agency. Arc Worldwide is an agency dedicated to creating meaningful, connected experiences.

Conceptualized and designed meaningful brand experiences at retail for clients including McDonald's, Procter & Gamble, Coca-Cola, Miller/Coors, Comcast, Symantec and Kellogg's.

Analyzed shopper behavior, turning insights into strategic design to build brands and drive shopper engagement.

Collaborated with clients, internal agency teams, producers and vendors to carry ideas from birth to prototype to fabrication, effectively and within budget.

- * Gold ADDY Award for redesign of McDonald's front counter experience
- * First Place Mobius Award for design of Comcast point of purchase system
- * Contributed to new business pitches that resulted in wins for business from brands including Purina, BlackBerry, Sealy and Miller/Coors

OSGOOD 4D *Designer* 2004 - 2007
Osgood 4D is a full-service exhibit and event marketing company that produces brand experiences.

Conceptualized, designed and visualized branded environments and experiences for over 150 companies, most notably Mitsubishi Tools and Toshiba Machines.

Led creative and design execution on all projects to adhere to client budgets and timelines.

Managed and trained the staff of the design department.

SKILLS

Highly positive attitude
Very collaborative
Excellent presentation abilities
Proven leadership skills
High emotional intelligence
Exceptional communication
Passionate about design
Encouraged by challenges and growth opportunities
Design thinking process

TOOLS

Rapid visualization - hand sketching, paper prototyping
iWork - Keynote, Pages
MS Office - PowerPoint, Word, Excel
Adobe CS - Photoshop, Illustrator, InDesign, Acrobat
SketchUp Pro
Rhinoceros 3D Modeling
3D Studio Max
Sketch
InVision