



Creative Leader & Designer

CREATIVE DIRECTION • TEAM LEADERSHIP • BRAND IDENTITY • VISUAL DESIGN • BRAND SYSTEMS
INTEGRATED CAMPAIGNS • EXPERIENTIAL • DIGITAL • CRM • CREATIVE OPERATIONS

15+ years of experience shaping brands, leading teams and translating strategy into compelling creative.

I combine strategic creative leadership with hands-on craft across brand identity, design, digital, CRM and experiential. I've built and led high-performing teams (agency and in-house), shaped brands and campaigns from concept through execution and delivered work that drives measurable impact.

Professional Experience

FAT BRANDS

Beverly Hills, CA

10.2020 – 8.2026

Senior Art Director Managed a global creative team of seven overseeing brand creative across up to 17 restaurant concepts (increased from nine when I started). Led brand refreshes, digital acquisition, franchise development and cross-functional creative while improving team workflows and efficiency.

7 BRAND REFRESHES

Led brand discovery and refresh efforts for nationally-recognized restaurant brands Hurricane Grill & Wings, Pretzelmaker, Fazoli's, Native Grill & Wings, Buffalo's Cafe, Round Table Pizza and Johnny Rockets, elevating brand style, consistency, accessibility and market appeal.

\$3M FLAGSHIP EVENT BUDGETS

Directed the full creative strategy for two flagship corporate conferences (budgets each exceeding \$3M), the FAT Brands Franchise Summit 2022 & 2024 at the Wynn Las Vegas Convention Center, hosting 2,000+ franchise partners, operators, suppliers, corporate sponsors, and staff.

+40% TEAM EFFICIENCY

Developed and implemented comprehensive print, digital and social style guides and CRM communication strategy to unify messaging and improve creative execution across all brand channels.

1000-STORE PIPELINE

Led creative strategy and execution for franchise development effort across all brands including FAT Brands corporate brand identity. Developed compelling digital experiences and tradeshow materials that engaged and informed prospective franchisees at every opportunity and supported the larger effort of growing the development pipeline to over 1,000 stores.

FENDER MUSIC INSTRUMENTS**Hollywood, CA****1.2018 – 5.2020**

Art Director Developed creative strategy in collaboration with multiple departments, including integrated marketing, social media, and product teams to increase brand awareness and expand customer base of digital and physical products. Managed day-to-day operations of external partners (including studios, production teams, freelancers, and vendors) to deliver high-impact creative solutions.

Improved brand visibility by repositioning overall lifestyle photography approach for Fender Play.

Drove 220% YOY growth and streamlined outbound brand communication by overhauling CRM email design system.

Garnered 1M+ redemptions (4000% over goal) for Fender Play "Play Through" campaign during onset of COVID-19 pandemic. Increased APUs by over 200%.

BOLT DESIGN CO.**LA & Newport Beach, CA****2012 – Present**

Creative Director & Owner Lead brand identity, campaign and design engagements for startups, established brands and agency partners across consumer, technology, financial services and entertainment.

CLIENTS INCLUDE DIRECTV, Google, Korn Ferry, Farmers Insurance, City National Bank, theTradeDesk, Jacuzzi, Retrouvai, Boys & Girls Club of America

PMK*BNC**Century City, CA****9.2015 – 1.2018**

Senior Designer Led strategic creative initiatives for major brands including Samsung Mobile, Ketel One Vodka, T-Mobile, Diageo, and Activision. Developed and executed integrated campaigns to drive brand awareness, product launches, and market growth. Collaborated closely with the VP of Channel Marketing to align goals and report performance outcomes.

Improved client satisfaction by assembling creative team to identify and solve for customer issues.

Led team as trusted Samsung creative ambassador on highly confidential flagship Samsung Galaxy product launch event and supporting nationwide collateral.

Won new business by re-imagining Diageo Predictive Calendar into a new, visually arresting and interactive format.

Myriad Travel Marketing (now part of MMGY Global)	Designer	El Segundo, CA	2014 – 2015
Significant Productions FOREST WHITAKER'S FILM STUDIO	Digital Producer	Santa Monica, CA	2011 – 2014
NBC/Mark Burnett Productions "The Voice" Seasons 1-3	Music Coordinator	Burbank, CA	2011 – 2012
Self-Employed	Music Producer	Los Angeles, CA	Since 2010
Newport Beach Fire Department	Ocean Lifeguard	Newport Beach	2007

UNIVERSITY OF SOUTHERN CALIFORNIA
B.A. Cinematic Arts

Los Angeles, CA**2010**