

CREATIVE LEADERSHIP & OPERATIONS • INTUITIVE DESIGN SOLUTIONS • CUSTOMER-FOCUSED APPROACH

From evolving renowned brands to producing immersive, large-scale events, I bring a rare blend of strategic vision and hands-on craft that combines creative direction, brand identity, design proficiency, web, CRM, and experiential. I've built and led high-performing teams, championed brand storytelling from concept to delivery, and consistently turned out work that moves the needle. Grounded in a USC education in Cinematic Arts and sharpened across both agency and in-house environments, I lead with curiosity, humility and an obsession with making something meaningful.

FAT BRANDS

10.2020 – 7.2026

Approved for promotion to Creative Director shortly before the company entered bankruptcy in March 2026.

Art Director
2020

Senior Art Director
2023

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 a comprehensive digital style guide 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.

BOLT DESIGN CO.

LA & Newport Beach, CA

2012 – Present

Creative Director & Owner Developed a wide array of clientele ranging from the medical funding space to entertainment to boutique fashion. Variety of work allows for exploration and augmentation of new design languages as well as honing of communication, negotiation, and technical design skill. Executed against briefs on a wide range of content types.

NOTABLE BRAND WORK DIRECTV, Google, Korn Ferry, Farmers Insurance, PlayboyTV, KIND, City National Bank, Huntington Beach Rodeo & Music Festival, TradeDesk, Jacuzzi, PROVE Partners, Retrouvai, Float, Boys & Girls Club of America, Wingman Media, CCG, City of Downey

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 product businesses. 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%.

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. Built and nurtured creative partnerships to amplify reach and engagement. Utilized consumer insights and market data to refine strategies and optimize ROI. 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 8 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

El Segundo, CA

7.2014 – 9.2015

Creative Services Manager & Designer Designed and delivered marketing collateral to print publications and online properties. Oversaw day-to-day operations of creative team. Developed strong relationships with vendors and other support personnel. Ensured judicious and timely execution of artistic concepts.

Drove 28% increase in department efficiency by researching, pitching and implementing new project management system.

Bolstered client brand and digital presence by overhauling Sceptre Travel website, logo design and messaging.

Increased Travel Costa Mesa brand visibility by refreshing directory publication design.



Other Relevant Experience

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

Education

UNIVERSITY OF SOUTHERN CALIFORNIA	Los Angeles, CA	2010
B.A. Cinematic Arts		

Lifestyle

Dad of two. Lifelong musician (production, performance, guitars, drums). Avid swimmer and cold plunger. Ancient history and sci-fi enthusiast. Love to cook and BBQ. Casual golfer.