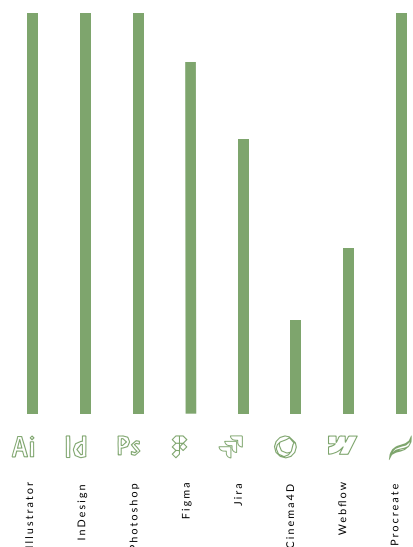




## ABOUT

I'm a hands-on Creative Director with over 10 years of experience leading diverse design teams and managing comprehensive branding projects. My passion lies in creating environments where creativity thrives, shaking things up, and making the unexpected possible for the clients my team and I represent. I have a global perspective with six years of experience living and working abroad in Europe and Asia, which enriches my approach to design and strategy.

## SOFTWARE



## RECENT EXPERIENCE

### CREATIVE DIRECTOR - BRANDING, DESIGN, & WEB

2017 - Present

#### TINY GIANTS CO

A full-service creative agency with locations in Europe, Australia, and the US, specializing in production, branding, and design.

Los Angeles, CA, USA  
Sydney, NSW, AUS  
Düsseldorf, NW, DEU

- Led the rebranding of over 40 clients, increasing client retention by 25%.
- Managed a remote team of 7 designers and developers, successfully delivering projects for 60+ clients across various industries.
- Developed comprehensive UI/UX strategies and front-end designs for web applications, enhancing user engagement by 30%.
- Achieved an 85% client return rate on projects where branding was the initial service, transforming first-time clients into long-term partnerships.
- Prominent clients include: Pfizer, Johnnie Walker, Variety, Toyota, Ubisoft, among others.

### CREATIVE SPECIALIST

2016 - 2017

#### FREELANCE

Los Angeles, CA, USA

- Provided a range of creative services, including consulting, comprehensive branding identities, graphic design, and custom illustration.
- Managed client relationships to foster long-term, ongoing, and repeat business.
- Handled multiple projects of varying scopes and timelines, consistently delivering work on or before agreed-upon deadlines and within budget.

### LEAD DESIGNER

2014 - 2016

#### LA WEB DEV FIRM

A full-service web and marketing agency specializing in e-commerce.

Los Angeles, CA, USA

- Spearheaded all design projects, including UI/UX, print and digital marketing materials, branding, and website and landing page development.
- Designed and executed lead-capturing marketing funnels through Facebook advertising, landing pages, and email marketing, driving increased conversions for clients.

## ADDITIONAL SKILLS



team culture



communication



pitches & proposals



ui/ux & graphic design



brand development



project management



illustration & concepting



teamwork & workflow