

Multi-disciplinary design leader bringing 10+ years of experience to build, manage, & art direct diverse teams & creative projects. Apply executive communication & critical thinking across design touchpoints, building trust with local & global audiences to co-design with care.

Art & Creative Direction • 360° Marketing Campaigns • Partnership & People Mgmt • Global Program Launches • XFN Team Leadership
Design Strategy & Systems • Brand Storytelling • Research & Insights • Product Design • XR Innovation • Data-Informed Solutions

Professional Experience *(Expanded CV Available Upon Request)*

Double Jump Joey Design | Creative Director | Brooklyn, NY

May 2023 – Present

Bring unique ideas to life through design & consultation in brand, print, digital, interactive, & content development for varied clients (15+ to date)

Arizona State University (ASU) | Faculty Associate Instructor | Herberger Institute for Design & the Arts Online

April 2024 – Present

Teach juniors & seniors within the online Graphic Design BSD program; courses include "Interaction & Motion Design" + "UI/UX Design"

Meta Platforms | New York City, NY

Head of Design, VR & Immersive Learning – Meta for Education Team

January 2022 – Aug 2023

Expanded role to set executive design strategy for Immersive Learning Team, manage global partners, & lead future-facing education products

- Creative directed 7 reports to design 450+ projects for 9 distinct Meta education product experiences; impacted 150K+ users worldwide
- Oversaw \$400K budget to handle resource mgmt, recruit creatives, source & direct 10 partners, define team strategy, & achieve OKRs/KPIs
- Expanded team's XR design capabilities; facilitated a collaboration with Unity, enabling Meta's 1st official VR headset-to-school pipeline

Head of Design – Education Partnerships Team

January 2019 – January 2022

Promoted to lead design, research, & partnership expansion for 45 XFNs on Edu Partnerships Team after receiving top performance 2 yrs in a row

- Formed first-ever Edu Design Group, managing creative production of brand, photoshoots, microsites, & more in-house (\$120M cost savings)
- Art directed product design for Meta's first-ever K-12 learning app; scaled to 3K users & led to team's 1st acquisition by Discovery Education
- Enabled team expansion into LatAm via bilingual videos, ads, & outreach kits; led to 24K leads (4x increase) & 14M impressions (10x increase)

Senior Art Director – Education Modernization Team

January 2017 – January 2019

Built & managed Edu Modernization Team's design practice from scratch; led to a 4x portfolio increase via 5 zero-to-one product launches

- Introduced suite of design processes (DAM, creative briefs, project mgmt, roadmapping), enabling team execs to achieve 2x team velocity
- Conceptualized full-scale products by instituting PRDs, market research, user personas, & UserTesting.com (175% user satisfaction increase)
- Established DE&I-based instructional videos, flexible templates, & standards-aligned lessons for each brand curricula; reached 6000+ users

Nautica | Senior Digital Graphic Designer | New York City, NY

November 2015 – December 2016

Repositioned global fashion brand Nautica with integrated campaigns, modern videos, & creative storytelling during 2016 rebrand (1.1M reach)

- Designed inspiring multimedia marketing, increasing global sales by 7% (\$11.8B); projects featured in Esquire, Elle, GQ, & Sports Illustrated
- Produced & edited 20 marketing videos for TBS, USA, & VH1; included Lil Yachty collab & 1st nationally-televised brand commercial in 4 years
- Created national campaign for flagship store & runway show; included content strategy, concept art, signage, PR Kit, & Times Square billboard

ASU Knowledge Enterprise Department | Graphic Designer | Tempe, AZ

December 2014 – November 2015

Designed compelling visual comms for Research Dept. supporting 8 high-profile university initiatives assigned by ASU President Michael Crow

- Translated scientific research into full-scale marketing (infographics, brochures, videos, etc.); increased brand affinity for 110K audience base

Technical & Functional Skills

- Adobe Suite, Figma, Articulate, Canva, Wordpress
- UserTesting, Salesforce, Quest, ShapesXR, Unity
- Google Slides/Docs/Sheets, MS Office, Asana
- Type, color, iconography, copy, brand standards
- Video editing, pre/prod/post, storyboarding

Certifications

- Certified UX Specialist (General Assembly)
- Certified XR Designer (Circuitstream)
- Certified Equity Fluent Leader (Berkeley, Haas)
- Eagle Scout Recipient (Scouts of America)
- American Design Assoc. Professional (AIGA)

Education

BSD in Visual Communication Design
Minor in Digital Culture
Arizona State University | Tempe, AZ
Barrett, the Honors College – 4.0 GPA
2x AIGA Student Chapter President