

I design for where brand meets product—leading teams and staying close to the craft. From early-stage startups to global brands, I’ve helped translate complex ideas into meaningful experiences that build trust and lasting impact.

Mixpanel

Mar 2018 - Present

Director of Brand Design

- Led complete rebrand, repositioning, and website redesign from strategy through execution, developing roadmap and securing executive buy-in
- Built and managed a cross-functional team of designers, animators, strategists, illustrators, engineers while coordinating with external partners
- Provided creative direction for in-product brand experience, ensuring consistency between brand and product interfaces
- Developed comprehensive brand guidelines, tone of voice, and design systems that unified the company's visual and verbal identity
- Currently, working on the next iteration of Mixpanel's brand, AI tooling infra and self-serve AI tools for cross-function teams to leverage in their workflows.

Growth: Sr. Designer 2018 - 19 → Staff Designer 2019 - 20 → Sr. Brand Design Manager 2020 - 21

Google

Nov 2017 - Jun 2018

Visual Design & Illustration Systems

- Collaborated with the SumUX team as a contract designer to create cohesive visual experiences across Google's product ecosystem
- Specialized in product illustrations and design systems for Google Home, Maps, and News products
- Developed scalable illustration systems that maintained brand consistency while adapting to various product needs

Evernote

Jan 2017 - Jun 2018

Brand Experience Design

Established freelance practice for Evernote focused on scaling design and illustration systems that bridged brand and product experiences. Created illustrations, onboarding flows, and web designs while collaborating with both marketing and product teams. Designed and implemented content testing strategies that improved user engagement across Evernote.com and their blog platforms.

IMM, Fact & Fiction

Aug 2012 - Dec 2016

Sr. Art Director

First designer hired to expand IMM's business offerings for a creative department & helping create the sister agency Fact & Fiction focused on brand building across digital and print channels. Led creative ideation for major clients including General Motors, HBO, and Roku, translating complex concepts into intuitive user experiences for Fortune 500 businesses. Mentored team members while creating visual systems that simplified complex ideas.

Platinum Creative

Apr 2008 - Jun 2012

Designer

Created branding, illustrations, and visual storytelling assets for Full Sail University and affiliated LA schools while designing marketing campaigns and environmental graphics that simplified complex educational concepts. Produced motion graphics for advertising initiatives and developed various marketing materials including books and promotional items. Responsible for event branding and wayfinding systems that enhanced campus initiatives.

Contact

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Team Management

Team Building & Development
Design Team Leadership
Ops & Resource Management
Project Planning & Roadmapping
Budget Management
Building Leveling Guidelines

Skillsets

Brand Identity Systems
Brand in Product Experiences
Storytelling
Design Systems
Art Direction
Research
Illustration & Iconography
Typography & Color Theory
Web Design
Campaigns
AI Experimentation

Brand Experience

Mixpanel
General Motors
Google
Microsoft
Abodu
Toyota Connected
O'Reilly Media
Asana
Knot Standard
NPR
HBO
Roku
Evernote

Education

Full Sail University

Bachelor's Degree in Digital
Arts & Design