



DESIGN | DIRECTION | SPACES

EXPERIENCE

ASSOCIATE ART DIRECTOR

TOMS Shoes, Los Angeles, California

MARCH 2015 – JUNE 2016

Crafted visual direction for both seasonal and brand campaigns as well as brand partnerships. Collaborated with creative director, copywriters and designers on wholesale, retail and digital asset development with an eye on consistency. Worked closely with marketing and creative leads to ensure creative met business and brand goals. Specialized in print and environmental assets.

SENIOR RETAIL DESIGNER

TOMS Shoes, Los Angeles, California

FEBRUARY 2014 – MARCH 2015

Designed TOMS flagship stores in New York, Portland and Chicago. Handled layout, fixture design, branding, visual merchandising, lighting, furniture and decor selection. Oversaw a team of designers and production artists creating graphics for new store openings as well as servicing existing stores' visual merchandising needs. Worked closely with the retail team and vendors to ensure stores were built to spec and met business goals. Was on site before store openings for hands on final visual merchandising details, such as painted signage and decorating before handing off to store managers.

VISUAL MERCHANDISING MANAGER

TOMS Shoes, Los Angeles, California

FEBRUARY 2012 – FEBRUARY 2014

Led a small team handling seasonal creative for windows, trade shows and annual experiential events. Collaborated with art directors, creative directors, and copywriters to ensure projects met brand standards. Worked closely with internal clients and vendors to ensure projects were built to spec. Key accomplishments include branding and visual merchandising for the first two TOMS retail stores in Venice, California and Austin, Texas, as well as developing a POP program and visual merchandising standards for wholesale accounts globally.

DESIGNER

TOMS Shoes, Los Angeles, California

MARCH 2008 – FEBRUARY 2012

Worked with a small team designing marketing collateral for wholesale and e-commerce channels when company was just starting off and growing rapidly. Helped craft brand voice and visual aesthetic that was inspired by the company's humble beginnings and humanitarian mission.

EDUCATION

ART CENTER COLLEGE OF DESIGN

Pasadena, California

APRIL 2004 – DECEMBER 2007

Bachelor of Fine Arts in Graphic Design with an emphasis in print design

2006

Art Center College of Design Dean's List

Work featured in student gallery at Art Center College of Design

SKILLS

STRONG WORKING KNOWLEDGE

Adobe Creative Suite: InDesign, Illustrator, Photoshop, Bridge, Acrobat
Also: Microsoft Word, Powerpoint

FAMILIAR WITH

SketchUp, Dreamweaver, Lightroom, After Effects, Microsoft Excel

SELECTED SPECIALIZED SKILLS

Sketching, digital photography, letterpress, hand lettering

References available upon request.

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LET'S CREATE SOMETHING TOGETHER.