

An experienced design leader, known for being a strategic thinker and developing cross-channel creative solutions that are innovative, with meaningful and measurable impact.

## EXPERIENCE

### Art Director

#### CSC GENERATION

April 2019 - present

Provide Creative Direction, manage and supervise a team of designers across a portfolio of retail e-commerce brands including Z Gallerie, Sur La Table and One Kings Lane. Lead creative campaigns and strategy development for the marketing team to help inform cross-channel execution across web, social, email, in-store and print. Evolve internal creative processes, allocate resources to project needs.. Recruit, train and mentor designers.

### Art Director

#### WUNDERMAN THOMPSON

Nov 2017 - Apr 2019

Art direct and manage a team of six designers across three Microsoft E-Commerce properties. Prepare and present work to clients. Attend on-campus site launches and ensure smooth execution of marketing campaigns. Recruit, mentor and motivate designers, lead weekly meetings. Liase with the CD to allocate resources, project manage and maintain high design standards.

### Senior Designer

#### POSSIBLE

Dec 2016 - Nov 2017

Design Lead for Microsoft Windows e-commerce site. Concept, design and produce on-site content, online ads and social. Liaise with development and marketing teams. Train and mentor junior designers and freelancers.

### Senior Web/ UX Designer

#### OMNI DIGITAL

June 2016 -Oct 2016

Design fashion and lifestyle e-commerce websites across the agency portfolio. Create wireframes and user-centered design, from concept to production. Liaise with developers, copywriters and marketing team to meet deadlines and deliver impactful work.

### Senior Web Designer

#### TORRID / HOT TOPIC

July 2015 -June 2016

Design lead for Torrid. Daily website and email marketing production for the e-commerce team. Design for projects including fashion campaigns, lookbooks and social media campaigns. Implemented new digital image standards and best practices for web and email, increasing conversion.

### Senior Web Designer

#### KELLWOOD

Sept 2012 -June 2015

Lead Designer and 2IC of e-commerce Design Team. Design and code on-site and email marketing campaigns across brands including Rebecca Taylor, Parker NY, Sam Edelman and XOXO. Mentor juniors and freelancers.

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## EDUCATION

### Diploma of Design

ENMORE DESIGN CENTER, SYDNEY

### Certificate IV Web Production

RANDWICK TAFE, SYDNEY

## SHORT COURSES

Cert III Business Management, Petersham, Sydney

Cert IV Film & TV Production, North Sydney

## KEY SKILLS

Web Design  
UX design  
User research  
User testing / AB testing  
Responsive design  
HTML/CSS/JavaScript  
Wireframing / Prototyping  
Typography  
Retouching  
Video editing  
Animation  
Accessibility

## TOOLS

Adobe CS Suite: Photoshop, InDesign, Illustrator  
Sketch  
InVision  
Figma, XD  
Shogun  
After Effects  
Final Cut Pro  
Premiere  
Microsoft Office  
Jira  
Google Optimize, Google Analytics  
Contentful  
Hotjar / ContentSquare

## BRANDS

Z Gallerie  
Sur La Table  
DirectBuy  
One Kings Lane  
Microsoft  
Vince  
Torrid  
Hot Topic  
Killion  
Rebecca Taylor  
XOXO  
Parker NY  
Sam Edelman  
David Meister  
Westfield Malls  
Virgin Mobile  
Fiji Tourism  
MasterCard  
Xbox

## INTERESTS

Photography  
Film  
Roller skating / Roller derby  
CrossFit  
Weightlifting  
Fashion  
Music  
Bird watching