

**PROFILE** Creative executive specializing in storytelling, brand systems, and experience design. Expert at translating strategy into emotionally resonant narratives and scalable design frameworks used across digital, motion, experiential, and internal communications. Leads and mentors multidisciplinary teams and partners with executives to create alignment, shape culture, and drive brand clarity in organizations undergoing growth or transformation.

**EXPERIENCE** PARAMOUNT GLOBAL (FORMERLY VIACOMCBS, VIACOM)

Vice President of Design | Jan 2014–Nov 2025

- Lead and inspire a multidisciplinary team of 10–12 designers across brand, motion, digital, print, and experiential design to deliver breakthrough creative that unites storytelling and strategy.
- Scaled and evolved Paramount’s global brand system—ensuring it’s distinct, adaptable, and drives recognition and relevance across diverse audiences.
- Partner with senior executives and cross-functional leaders to translate business imperatives into powerful creative narratives that accelerate brand transformation and market impact.
- Cultivate a culture of creativity, curiosity, and inclusion—mentoring talent and empowering teams to push boundaries and embrace innovation.
- Champion the integration of generative AI and new creative technologies to elevate storytelling, speed, and creative experimentation.

PARSONS SCHOOL OF DESIGN

Adjunct Professor, Communication Design | 2005–Current

- Teach and mentor emerging creative leaders in brand, storytelling, and digital-first design, inspiring them to connect design craft with strategy and cultural insight.
- Foster a forward-looking creative mindset grounded in innovation, inclusivity, and the evolving role of design in technology and society.

Freelance Design, SEPT 2012-DEC 2013

Directing & designing communication projects for Dove Men’s Care, Aramark & U of Massachusetts  
Teaching brand design classes at PARSONS SCHOOL OF DESIGN (since 2005)

CBX, Design Director, JAN 2012-SEPT 2012

Led teams developing new corporate identities for Kimberly-Clark & other clients

JOHNSON & JOHNSON GLOBAL STRATEGIC DESIGN, Design Director 2008-DEC 2011

Led team designing brand communication & packaging for Oral Care Franchises (Listerine & Reach)  
Spearheaded global redesign of Listerine Packaging

**EDUCATION** ART CENTER COLLEGE OF DESIGN, BFA in Graphics and Packaging

UNIVERSITY OF CALIFORNIA at Davis, BA in Design