

Creative Direction + Strategy

Design research
 Competitive audit (insights/opportunities)
 Visual Storytelling
 Concepting / Moodboard
 Art direction
 Brand/Visual Identity
 Current Trends (design/media/pop culture)

I work with brands, agencies and teams of all sizes to reveal and celebrate what makes them unique. With over a decade of hands-on graphic design and art direction experience, my design approach has proven results across a variety of industries and verticals. I bring passion, research and emotional intelligence to every project. While I love a big idea, I firmly believe success lies in thoughtful execution. I'm a brand guideline enthusiast, and I love the research phase of any project. I'm well-versed in collaborative creative environments and working as a creative department of one.

Design Execution

Brand/visual identity
 Brand guidelines
 Brand book
 Typography, Layout
 Digital
 Ecommerce
 Social
 App
 Cross-channel marketing campaigns
 Print
 Packaging
 Environmental
 Event
 Media kits

Freelance Art Director/Lead Designer/Owner @ Mehiel Creative — 2008 to present**Thoughtful design that stands out. Selected projects from 2021-2022:**

- Pre-launch branding and art direction for an ethical and eco-friendly shoe company
- Brand refresh/hero art concepts for a European feminine care product line
- Creative consulting on social content for the top hair care brand in North America
- Annual report for a VC firm focused on sustainable systems, health and people
- Branding and art direction for a high-profile fundraising gala in San Francisco
- Brand and web design for a video production company in Los Angeles

Senior Designer, Special Projects @ The RealReal — 2022

Contributed to strategic design efforts across brand-owned spaces, digital marketing and store experience. Worked directly with the creative director and design director on large projects including the annual resale trend report, holiday 2022 campaign rollout, home page, category landing pages and product module designs.

Art Director @ Brandcast — 2016 to 2017

Gained a wide breadth of creative experience. Designed custom websites for global brands on the Brandcast web design platform as part of the in-house creative agency. Worked with Creative Director to build a case for an internal rebrand, from logo redesign to brand style guide to marketing collateral. Helped concept and design a branded lounge/demo experience at SXSW in Austin and a product demo booth at AIGA Design Conference in Las Vegas. Collaborated with product and engineering teams on app interface design, feature implementation, user testing and bug fixing.

Select Clients

Bay Club
 Brandcast (acquired by Time Inc)
 Center Brands (Make Beauty, Saltair, Phlur)
 Copper Banking
 Crow Canyon Enamelware
 Everlane
 FORGE Architects
 Grace Cathedral of San Francisco
 GE General Electric
 Head & Shoulders
 Lionsgate Entertainment
 Lowe's
 The North Face
 Oakland Athletics
 Obvious Ventures
 Popsugar (acquired by Vox Media)
 The RealReal
 Resonance Home
 Salesforce
 Sephora
 Sitecore
 State of California
 Title Nine
 Visa
 Walmart

Consulting Digital Art Director @ Stella & Dot — 2015

Design audit, brand refresh and design overhaul. Consulted on the brand's visual design efforts across all channels. Conducted a design audit and presented areas of opportunity. Created a brand book to serve as inspiration for the brand moving forward. Designed brand guidelines, mobile-first ecomm web and email templates, photo art direction for product and lifestyle shoots, creative ad strategy and offer repositioning.

Senior Visual Designer @ Popsugar / ShopStyle — 2014 to 2015

Lead ShopStyle's digital creative marketing efforts. Created branded event collateral for SXSW and Coachella. Worked with the Creative Director on an internal rebrand. Refreshed all digital marketing templates to achieve higher click through and conversions on emails, ads and site modules. Lead co-branded marketing design with brands like Nordstrom, Topshop, Ralph Lauren, Farfetch and more.

Contract Art Director @ Salesforce — 2014

Launched a new vertical for the biggest business platform in the world. Collaborated with a large team of creative directors, business directors and agency partners to roll out a new product offering, establishing its presence on salesforce.com and at the massive Dreamforce conference.

Digital Designer @ Sephora — 2012 to 2014

Design + product styling for Sephora's lean and successful digital creative team. Contributed to two seasons of record-breaking holiday marketing efforts. Designed high-profile product launches for brands like Elizabeth & James, Urban Decay and Pantone Color of the Year.

Junior Art Director @ Men's Wearhouse — 2008 to 2011

Photo art direction + national campaigns + complex printed pieces. Lead design direction and execution for multi-million dollar prom, bridal and quinceañera marketing efforts. Designed seasonal and evergreen window graphics, in-store signage, direct mail pieces, catalogs, magazine ads/advertorials, and national billboards.