

Creative leader with **10+ years of experience** driving **brand-right, business-relevant creative** across **digital, print, social, in-store, and integrated marketing campaigns** within **fast-paced, matrixed organizations**. Proven ability to **lead and mentor multidisciplinary teams**—including designers, copywriters, and creative leads—while guiding **end-to-end creative development** from concept through execution. Serves as a **creative translator between strategy and delivery**, effectively **aligning campaign objectives, audience insights, and brand standards** to produce **cohesive, high-impact storytelling at scale**. Known for balancing **vision with operational discipline**, partnering **closely with cross-functional stakeholders** to manage priorities, resources, and timelines, and leveraging **performance data and customer insights** to optimize creative effectiveness. Brings a strong understanding of creative operations, workflow optimization, and **enterprise-level collaboration** to deliver work that supports **marketing initiatives, retail programs, customer engagement, and measurable business growth**.

SENIOR PRODUCT DESIGN MANAGER | CREATIVE, DESIGN & WEB TEAM

LA-Z-BOY (Contract via Cella Talent) — Remote | November 2024 - Current

- Serve as a **senior creative lead** supporting **integrated brand and marketing initiatives** across web, email, and social channels, ensuring consistency and clarity across touchpoints.
- Directed the **development and rollout of a scalable digital design system**, enabling **alignment across teams** while **supporting campaign execution and long-term brand governance**.
- Partner closely with **marketing, UX, and content leadership** to translate **campaign strategy into cohesive, on-brand creative execution** across multiple initiatives.
- Guide creative work **from concept through launch**, ensuring alignment with **business objectives, audience needs, and established brand standards**.
- Balance creative ambition with **production realities, timelines, and evolving stakeholder priorities** in a **high-volume, fast-paced environment**.
- Leverage **performance insights, engagement data, and stakeholder feedback** to refine creative direction and **optimize storytelling effectiveness**.
- Recognized as **“Talent of the Quarter (Q3-2025)”** for driving **measurable brand impact** through **system-level creative leadership and execution**.

CREATIVE DESIGN MANAGER — COMMERCIAL REAL-ESTATE

NEWMARK (Contract via RSC Solutions) — Atlanta, GA | April 2025 - July 2025

- Led creative direction for high-stakes, **multi-million-dollar marketing pursuits**, delivering **integrated creative across digital, print, and presentation formats**.
- Served as **senior creative partner** to brokers, research, and marketing leaders, aligning messaging, visuals, and storytelling with **client and business goals**.
- Translated **complex market data, research insights, and positioning** into **clear, compelling creative narratives** that supported **decision-making**.
- Managed **competing priorities, compressed timelines, and frequent feedback cycles** while maintaining **high creative standards and brand consistency**.

PRODUCT DESIGN MANAGER — SMALL BUSINESS BANKING

SMARTBIZ BANK Remote | December 2021 - November 2024

- Led **creative strategy and execution** across **digital marketing, web experiences, and product content** supporting SBA lending programs and acquisition campaigns.
- **Managed and mentored designers** while partnering closely with **product, marketing, analytics, and leadership teams in a highly matrixed environment**.
- Directed **end-to-end creative delivery**—from concept through launch—across **multiple concurrent initiatives** with competing priorities.
- Used **customer insights, funnel data, testing results, and performance metrics** to optimize creative, messaging, and **conversion paths**.
- Presented **creative strategy, outcomes, and performance insights to senior stakeholders and executive leadership** to drive alignment and buy-in.
- Supported initiatives that contributed to **\$4.5M+ in funded loans**, clearly linking creative effectiveness to **measurable business impact**.
- Improved **creative workflows, processes, and collaboration models** to increase **delivery speed, quality, and consistency** across teams.

DESIGN LEAD | GROWTH MARKETING & TAX INCENTIVES DIVISION

ALLIANTGROUP — Houston, TX | April 2021 - November 2021

- Directed **creative and design strategy** for **high-impact proposals, executive presentations, and integrated digital campaigns** within a highly regulated, deadline-driven industry.
- Translated **complex tax, legal, and financial concepts** into **clear, compelling, and brand-aligned visual narratives** that supported client understanding and decision-making.
- Led and mentored **junior designers** while establishing **creative standards and streamlining workflows** to **improve speed, consistency, and quality** under tight timelines.
- Partnered closely with **marketing leadership and executive stakeholders** to align **creative execution** with **business objectives, revenue goals, and growth initiatives**.
- Balanced **creative vision with practical production constraints**, ensuring **on-time delivery of high-quality work** across multiple concurrent initiatives.

GRAPHIC DESIGN & WEB SPECIALIST | DIGITAL MARKETING

AMOT ROPER TECHNOLOGIES — Houston, TX | January 2018 - April 2021

- Designed and executed **integrated marketing campaigns, product launches**, and print collateral supporting global engineering and energy brands.
- Produced **user-focused digital creative** for web and social platforms, **strengthening engagement, brand recognition, and message clarity**.
- Collaborated cross-functionally with **product, sales, and marketing teams** to **refine creative direction using performance data, campaign results, and audience insights**.
- Supported **brand storytelling** across multiple channels while **maintaining visual consistency** and quality standards in a fast-paced environment.

GRAPHIC DESIGNER II | MARKETING & COMMUNICATIONS

UNIVERSITY OF HOUSTON SYSTEMS — Houston, TX | December 2015 - January 2018

- Designed **campus-wide marketing materials**, event branding, and recruitment collateral for multiple departments and initiatives.
- Created **cohesive digital and print assets** that **improved student engagement** and **reinforced institutional brand consistency**.
- Partnered with communications and admissions teams to **maintain visual alignment and messaging clarity** across campaigns and channels.
- Supported **high-visibility initiatives** that **increased community awareness** and enrollment visibility through consistent, **on-brand creative execution**.

CREATIVE LEADERSHIP STRATEGY

- Integrated Campaign Leadership
- Brand Stewardship & Creative Direction
- Executive Storytelling & Narrative Development
- Creative Briefing & Concept Development
- Campaign Messaging & Channel Adaptation
- Customer-First Creative Strategy

CREATIVE OPERATIONS & DELIVERY

- Creative Operations & Workflow Optimization
- Resource Planning & Capacity Management
- Creative Standards & Governance
- Production Planning & Timeline Management
- Vendor & Agency Collaboration
- Digital Asset Management (DAM)

DATA & PERFORMANCE

- Data-Informed Creative Decision Making
- Campaign Performance Analysis
- A/B Testing & Creative Optimization
- Audience Insights & Segmentation
- Conversion-Focused Creative Strategy

TECHNICAL & PLATFORM SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- Figma & Design Systems
- Mac OS Creative Workflows
- Web & Digital Content Standards
- Accessibility-Aware Design Practices

BACHELOR OF BUSINESS ADMINISTRATION

(B.B.A.), MANAGEMENT INFORMATION SYSTEMS — 2015

Prairie View A&M University, Prairie View, TX (Texas A&M University School System)

Focus areas: Marketing Strategy, Design Communication, Business Analytics