



Creative Director with over 20 years of experience, my work centers on bringing rich narratives to life through immersive, one-of-a-kind experiences that leverage technology and innovation to weave the virtual and physical together. I'm a people-first leader who develops creative teams and individuals by fostering a shared vision, a culture of trust, and the understanding that true innovation requires taking risks. My approach to work and leadership philosophy is a reflection of my own unique experiences.

## EXPERIENCE

### NIKE

DEC 2024 - PRESENT  
LOS ANGELES -  
PORTLAND

#### VP CREATIVE DIRECTOR, GLOBAL BRAND EXPERIENCE + INNOVATION

Building and leading Nike Global Brand Experience + Innovation, a future-forward multidisciplinary creative group exploring new frontiers in consumer engagement. From crafting immersive experiences at Brand destinations like House of Innovation to pushing the future of virtual worlds in games like 'Airphoria' in Fortnite. Always striving to capture people's imagination in new ways through technology and innovation, while pushing next-generation storytelling to new platforms for Nike.

### NIKE

NOV 2019 - DEC 2024  
PORTLAND

#### SR CREATIVE DIRECTOR, GLOBAL BRAND EXPERIENCE + INNOVATION

- Built vision and strategy for Global Brand Experience + Innovation as a new creative function for Nike to explore, market, and engage in new business opportunities through experiences and emerging platforms.
- Progressively expanded function and studio across 4 geos and 12 key cities, comprised of a team of 65+ creatives Globally. This team brings skillsets and expertise that did not exist previously but are creating the future of Nike brand storytelling and experiences.
- Lead end-to-end, from vision and strategy through design and execution, of all brand experience and marketing projects, balancing business needs with creative vision.
- Key member of Nike's Global Brand Creative and Nike Virtual Studios leadership teams, driving new intent and focus for immersive brand experiences and marketing within Nike's next-generation storytelling and business strategies.
- Lead creative development and execution of all integrated campaigns for Nike physical and game experiences across all brand partnerships.
- Define vision across emerging technology platforms, to elevate Nike for new audiences in arenas of the future, including pioneering projects and partnerships in Gaming (Fortnite / EA Sports / Rocket League / NBA 2K / Roblox / Epic Games) and emerging platforms (.Swoosh).
- Partner closely with Nike athletes and collaborators to integrate their respective brands in gaming and emerging platforms. Develop relationships and build a long-term roadmap for their continued presence in Nike's brand marketing and gaming strategy.
- Resource plan across all work streams, inclusive of Nike internal teams and external creative and production partners. Always seeking to find the right balance amidst aggressive timelines to propel our vision forward on budget and time.

## KEY ACHIEVEMENTS

- Creative Director across all Nike's global brand experiences for Olympics, most recently led Nike au Centre Pompidou partnership, Nike's on the ground home of experiences during the 2024 Paris Olympics.
- Continue to pioneer retail experiences for Nike's House of Innovation Flagship concept Globally.
- Design and creation of multiple virtual and game experiences, such as Nike's 'Airphoria' experience in Fortnite, which leveraged Epic Games' UEFN creator tool. Over 5 million players visited 'Airphoria' in 7-day brand event.
- Lead creation of all new Nike IP and products, such as wearables, skins, and cosmetics, that are leveraged in gaming platforms and experiences.
- Contributed to designing, building, and marketing Nike's experimental virtual product creation platform .Swoosh (dotSwoosh). Sit on the leadership team to help guide team and platform through the unique challenges in fast fast-developing space.
- Model team to foster deep collaboration with both internal and external partners. As experts in developing spaces, our role is to help educate and execute against opportunities that bring Nike's brand storytelling and products to life in new ways.
- Continually curious, always seeking unexplored spaces to push new ways of thinking and encourage risk-taking to foster innovation, craft, and design.



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## NIKE

SEP 2017 - NOV 2019  
PORTLAND

### SR. CREATIVE DIRECTOR, RETAIL EXPERIENCE DESIGN

Partnered with Nike's Chief Brand Officer to build and lead a visionary, 25+ person Brand Experience Design team, pushing the future of Nike's consumer experiences through an evolved approach to retail concepts, product launches, sports moments, and brand events.

- Worked as a part of the small team that designed and developed Nike's revolutionary House of Innovation experiential retail concept.
- Led the launch of Nike's House of Innovation Flagship concept globally, establishing an evolved vision for retail with thoughtful integration of immersive digital and physical experiences, from concept development to market launch.
- Managed two creative studios in NYC and Portland, aligned against a shared vision of creating the future of Nike's retail and consumer experiences.

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## NIKE

OCT 2014 - SEP 2017  
PORTLAND

### DESIGN DIRECTOR, RETAIL BRAND EXPERIENCE DESIGN

Responsible for building and leading a team of multidisciplinary architects, graphic designers, fine artists, and producers to design and execute brand-defining consumer experiences. Challenged industry standards to pave a new path for retail experience design and innovation at Nike.

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## TOMMY HILFIGER

OCT 2010 - SEP 2014  
TOKYO - HONG KONG

### DIRECTOR CREATIVE SERVICES, ASIA PACIFIC

Developed and drove integrated, Global visual & retail brand concepts for stores, windows, in-store presentations, showrooms, special events, and product launches spanning 12 countries across Asia and Australia.

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## VISUALIST

MAY 2007 - PRESENT  
NYC - TOKYO -  
PORTLAND

### FOUNDER + CREATIVE DIRECTOR

Visualist is a creative consultancy providing guidance and services in the areas of Creative Direction / Brand Experience / Brand Marketing / Immersive Storytelling / Experiential Design / Creative Innovation / Creative Strategy

Clients: LVMH, Museum of Modern Art, Tommy Hilfiger, DKNY, Oliver Spencer, Millet, Dolce & Gabbana, Valextra, Donna Karan Collection, DKNY Jeans, Subversive Jewelry, Me & Ro, Target

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## DKNY

JUN 2004 - JAN 2011  
NYC - TOKYO

### CREATIVE CONSULTANT / VISUAL DESIGNER

Worked as liaison between the New York and Japan businesses, establishing a creative bridge to improve communication and develop a more unified approach towards strengthening the Donna Karan Collection, DKNY, and DKNY Jeans' brand identity across Japan.

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## FREELANCE

SEP 1998 - JUN 2004  
NYC

### VISUAL DESIGNER / INSTALLER / MANUFACTURER

Worked in an extremely fast-paced, hands-on environment, and gained a strong working knowledge of materials, innovative manufacturing, and design techniques. Project management and maintaining strong client relationships were essential to the success of ongoing business.

Clients: Louis Vuitton, Hermes, Saks 5th Ave, Coach, Diesel, Ralph Lauren, Bottega Veneta

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## SKILLS

CREATIVE LEADERSHIP / VISION SETTING / TEAM BUILDING / CREATIVE STRATEGY / CONCEPT DEVELOPMENT / WORLD-BUILDING / EXPERIENCE DESIGN / IMMERSIVE STORYTELLING / EMERGING TECHNOLOGIES / DEEP COLLABORATION / ENTERPRISE PARTNERSHIPS