

Creative strategist and campaign builder with 10+ years in beauty and fashion, spanning both agency and in-house. I specialize in developing 360° visual concepts, directing shoots from set to post, and delivering high-impact, ready-to-launch design assets. I've led work for some of the world's most iconic brands—creating campaigns that are emotionally charged, visually innovative, and built to resonate. I'm known for evolving brand systems while staying rooted in identity, bringing clarity to bold ideas. I believe in storytelling that connects, visuals that lead culture, and the power of design and technology to move people.

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## CORE SKILLS

- 360° Campaign Creative Direction (Digital, Print, Social, VM).
  - Concept Strategy and Visual Development for Brand Identity Systems.
  - Graphic Design for Print and Digital Brand Content.
  - On-set Art Direction for Photoshoots.
  - Asset Oversight: Production, Proofing & Finalization.
  - Team Leadership & Mentorship.
  - Cross-Functional Collaboration (Marketing, Product, CRM)
  - Proficient in Adobe Creative Cloud, Keynote, Microsoft Office Suite, Figma, and Social Platforms.
  - AI Tools for Concepting (e.g., Midjourney – basic proficiency).
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## WORK EXPERIENCE

### **BALMAIN BEAUTY, ESTÉE LAUDER COMPANIES** Design Director June 2023 - Present

Founding member of the creative team, key in shaping the brand's visual DNA and aesthetic. Work closely with creative SVP for the first Ultra-Luxe fragrances collection launch campaign and continue to drive bold, elevated visual storytelling for upcoming product releases. Oversee the creative direction across digital platforms, CRM, visual merchandising, and global advertising layouts, while leading a designer to maintain a cohesive and impactful brand presence.

### **VICTORIA'S SECRET** Associate Creative Director June 2021 - May 2023

Promoted into a key creative role within lingerie team, where I conceived and executed the seasonal campaigns that enriched brand storytelling and deepened audience connection. Partnered on the development of visual concepts for beauty products campaigns, plus a focus on creating high-impact, social Instagram content that elevated engagement and drove sales.

### **FREELANCE SENIOR ART DIRECTOR** June 2020 - May 2021

- **Exposure Agency:** Partnered with the Creative Director to concept and execute NYX Cosmetics 2021 seasonal campaigns and photoshoots, delivering bold, trend-driven visuals across platforms.
- **General Idea Agency:** Collaborated on creative design and art direction for Swarovski's Spring 2021 campaign.
- **Matte Projects:** Led branding design for fashion label *Our Lady of Rocco*, shaping a compelling New York 80s' aesthetics.

### **BARON & BARON** Senior Art Director October 2019 - June 2020

Teamed up with a junior focusing on NARS Cosmetics creative projects, including 360 campaign concepts for PRTM skincare, Powermatte Lipsticks, and Climax Extreme Mascara. Led creative design for 2021–2022 print and digital campaigns, POS layouts, on-set art direction, post-production editing, and final photo proofing.

### **ADF, ESTÉE LAUDER COMPANIES** Senior Designer October 2016 - September 2019

Partnered with the Design Director focusing on Tory Burch Fragrances and seasonal campaign creation. Provided on-set art direction for promotional social content across brands for Donna Karan, DKNY, and Tommy Hilfiger.

### **BARON & BARON** Art Director August 2013 - June 2016

Supported Senior Art Directors on concept development and design for Dior's 2016 fashion campaigns. Led graphic design for *Dior Magazine* (print and digital) for issues 11 through 15. Contributed to branding design for Bally, Myla London, and Public Hotels. Helped established the beginning visual aesthetic of Baron's website.

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## EDUCATION

### **PRATT INSTITUTE** New York September 2011 - June 2013

Communication Design, Master of Science Degree

### **RENMIN UNIVERSITY OF CHINA** Beijing September 2007 - June 2011

Graphic Design, Bachelor of Arts Degree

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## BRAND COLLABORATIONS

Balmain Beauty · Victoria's Secret · NARS Cosmetics · NYX Cosmetics · Dior · Tory Burch · DKNY  
Tommy Hilfiger · Bally Switzerland · Public Hotels