



Profile

I am a creative director with a 15-year track record solving complex communication, design, and experience challenges for ambitious teams – usually, when they're attempting something new, different, and interesting. I lead teams to deliver strategically sound, conceptually coherent, and high-craft executions across creative and business contexts.

Experience

Google Cloud AI Demos & Experiments | Creative Lead (Contract) 2025 – 2026

- **Next 2026 Showcase:** Directed concepts, narratives, and experiential design for flagship exhibits, translating cutting-edge AI capabilities into digital/physical installations.
- **Next 2025 Keynote:** Creative directed film highlighting the NVIDIA & Google Cloud AI partnership.

General Specifics | Creative & Strategy Consultant for Brands, Agencies, and Studios 2020 – Present

- **Coinbase:** Positioned Coinbase for their \$85B IPO, developing the pre-IPO messaging framework, copy, and content strategy for Coinbase.com.
- **NBA:** Directed experience design for a connected training facility, designing spatial layouts, 3D visualizations, and interactive prototypes.
- **Qualcomm:** Keynote narrative and creative direction for the Snapdragon AI PC launch.
- **Robinhood:** Authored verbal identity for the brand's first major redesign.
- **PitchBook:** Directed experience design for a permanent interactive installation.
- **CGI Production:** High-fidelity product visualizations for design-focused studios including CW&T and Standard Issue.
- **Camp:** Industrial design strategy and concept development for early-stage consumer products.

Curaleaf & Select | Head of Creative (Contract) 2020 – 2021

- **Established In-House Studio:** Formalized roles, responsibilities, and workflows for a 20-person multidisciplinary team serving a \$2B brand portfolio.
- **Business Impact:** Contributed directly to +166% YOY revenue growth by redefining visual and verbal expressions positioning Curaleaf as a premium wellness brand.
- **Cross-Functional Partnership:** Streamlined collaborative processes from initial brief through asset deployment.
- **Production Optimization:** Designed modular asset system that reduced weekly production effort by 80%, cut GTM time by 10x, and saved \$250k+/year in costs.

Barbarian | Creative Director 2018 – 2020

- **JBL:** Led team to evolve brand strategy and visual direction for lifestyle photography, driving +191% organic engagement growth.
- **Samsung:** Established global visual standards and directed asset production for the Galaxy S20 launch.

Day One Agency | Senior Creative Strategist 2016 – 2017

- **Content Production:** Film direction and photography highlighting world-renown chefs and restaurants, including Massimo Bottura and Osteria Francescana (2x World's Best Restaurant).
- **American Express:** Managed freelance team of writers/photographers, directing content strategy for the Amex travel blog.

360i | Copywriter 2013 – 2014

- **Campaigns & TV:** Concepted launch for HBO's The Leftovers; wrote Super Bowl campaigns and TV scripts for Toyota and Scotts.

Education

Master's | NYU Tisch – Interactive Telecommunications Program (ITP) 2016

Bachelor's | University of Massachusetts, Amherst 2009