

PROFESSIONAL SUMMARY

Creative Director with a track record of leading high-impact brand and design initiatives across healthtech, medical device, and B2B sectors. Proven ability to guide rebrands, scale in-house creative teams, and execute integrated campaigns that drive business and brand outcomes. Expert in cross-functional collaboration, creative operations, and visual storytelling—balancing strategic thinking with executional excellence. Recognized for empathetic leadership, high standards of craft, and a solutions-focused mindset.

PROFESSIONAL EXPERIENCE

ResMed – San Diego, CA

Creative Director / 2015 – 2024 (Promoted from Senior Creative Manager)

- Led creative strategy and execution across the Americas for global campaigns, product launches, and brand initiatives
- Oversaw and mentored a multidisciplinary in-house team of designers and writers
- Directed rollout of a full global rebrand, including brand guides, signage, internal comms, and experiential design
- Implemented brand systems and collaborated globally to develop shared processes and led the global implementation of a DAM (Brandfolder) asset library system.
- Partnered with marketing, HR, and leadership teams to deliver consistent storytelling across all touchpoints
- Streamlined operations by formalizing creative intake, workflows, and collaboration standards; instrumental in rebuilding the project management function.

Senior Creative Manager / 2012 – 2015

- Rebuilt the in-house creative team from the ground up; recruited talent and implemented efficient workflows
- Managed creative execution for global product launches, ongoing B2B marketing for the Americas and Canada and internal/corporate communications
- Oversaw project planning, team capacity, and stakeholder alignment
- Directed creative development across print, digital, and video, partnering closely with external agencies
- Championed brand consistency and prepared the foundation for future global brand transformation

Covert Agency – Los Angeles, CA

Co-Founder / Creative Director / 2006 – 2012

- Co-founded a boutique creative agency supporting 20,000+ DirecTV dealers with digital and print assets
- Delivered ongoing campaign creative, promotional launches, and high-volume marketing materials
- Scaled operations through hiring and managing a network of 25+ freelance creatives
- Supported B2B, MDU, and hospitality sales divisions with tailored marketing assets
- Earned multiple Los Angeles ADDY Awards for Creative Excellence in Campaign Design



CONTACT

📍 San Diego, California

Open to Remote, Hybrid, On-Site

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CORE COMPETENCIES

Creative Direction

Art Direction

Brand Strategy

Visual Storytelling

Healthtech Marketing

UX/UI Principles

Adobe Creative Suite

Team Leadership

Rebranding

Cross-Functional Collaboration

High-Volume Content Production

Campaign Development

Photography & Video

SOP & Workflow Design

Stakeholder Communication

Internal Brand Engagement

Writing Team Oversight

Global Collaboration

PROFESSIONAL NOTE

I'm a lifelong learner, an empathetic leader, and a collaborative creative who thrives on helping brands find their voice—and making it seen. I'm currently open to new opportunities in healthtech, medical devices, or purpose-driven organizations where design plays a key strategic role.

Duncan & Associates – Los Angeles, CA

Senior Art Director / 2004 – 2010

- Developed concepts and campaigns for retail clients, Albertsons, Sav-on Pharmacy
- Led TV, print, and digital executions for Albertsons and Sav-on Pharmacy
- Helped pitch and execute Sav-on's first digital photo service TV campaign
- Participated in business development and new client acquisition pitches

Dailey Advertising – Los Angeles, CA

Art Director / 1994 – 2004

- Led visual creative for major accounts including Honda Motorcycles and El Pollo Loco
- Managed in-store merchandising, food photo shoots, and signage for 400+ restaurant locations
- Won Silver Award from the Los Angeles Creative Club for Honda Motorcycles TV concept

EDUCATION

Art Center College of Design – B.A., Advertising Design

Fullerton College – A.A., Graphic Design

TECHNICAL SKILLS

Design & Visual Communication

- Graphic Design
- Typography
- Layout Design
- Color Theory
- Brand Identity & Systems
- Info/Data Design
- Environmental Signage
- Experiential Tradeshow Design

Software & Tools

- Adobe Creative Suite
- Figma
- WordPress (web content design)
- (DAM) Systems
- Workflow & Collaboration Tools (Workfront, Asana, Monday.com)
- Microsoft 365 & Google Workspace
- AI Tools for Creative (Midjourney, Firefly, ChatGPT)

SOFT SKILLS

Leadership & Collaboration

- Team Leadership
- Cross-Functional Collaboration
- Mentorship & Coaching
- Empathetic Leadership
- Conflict Resolution
- Stakeholder Management
- Influencing Without Authority
- Delegation & Accountability

Work Ethic & Mindset

- Creative Problem Solving
- Adaptability / Flexibility
- Initiative & Proactivity
- Attention to Detail
- Curiosity / Lifelong Learning
- Calm Under Pressure
- Open-Mindedness
- Resilience

Communication & Thinking

- Strategic Thinking
- Active Listening
- Storytelling
- Verbal & Visual Communication
- Constructive Feedback
- Emotional Intelligence (EQ)

Project & Culture

- Time Management
- Prioritization
- Cultural Sensitivity
- Integrity & Reliability
- Positive Attitude
- Decision-Making



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