

Experience

Freelance

Creative Consultant // Jan 2022 – Present

- Providing strategic art direction and creative services. Primary clients include Wizards of the Coast, Crunchyroll, and The Command Zone Podcast.

Innovation Protocol

Senior Design Consultant // Apr 2022 – Jan 2024

- Collaborated with cross-functional teams to develop creative solutions and activations for clients across all industries.
- Served as clients' point of contact for strategic creative counsel, leading meetings, presentations, and workshops with executives and directors.
- Developed and managed educational internship program, including structure, curriculum, facilitation, and mentorship.

Sony Pictures Entertainment

Senior Art Director (Crunchyroll, Funimation) // Jul 2021 – Apr 2022

- Led a team of creatives in developing brand development executions, experiential initiatives, high-level activations, and marketing campaigns.
- Spearheaded and pitched concepts to internal leadership and developed walkthrough materials for teams interfacing with Japanese partners.
- Collaborated with interdisciplinary teams to coordinate global omnichannel strategies, working directly with leaders in all lines of business—including streaming, home entertainment, events, e-commerce, and theatrical.

Senior Designer (Funimation) // Jan 2019 – Jul 2021

- In addition to the initiatives outlined as UI/Digital Designer, responsibilities expanded to include ideation and planning for creative campaigns, experiential initiatives, and brand development.

UI/Digital Designer (Funimation) // Oct 2015 – Jan 2019

- Developed elevated creative for licensed partnership media, including AR and web experiences, IP localization and branding, organic and paid media content, and other interactive experiences.
- Contributed to the redesign, expansion, and management of the Funimation streaming service and online store.

Ansira

UI/UX Designer // Jan 2015 – Oct 2015

- Focused on digital projects involving user experiences, visual design, and web design. Also created motion graphics for email, web content, and social media.
- Core accounts included Rent-A-Center, Chili's, and Petfinder.

TEGNA Inc.

Graphic Designer, Operator (KCEN, KAGS) // Jan 2014 – Jan 2015

- Translated breaking stories into on-screen visuals creatively and operationally, running graphics and animations for nightly newscasts.

Education

Visualization, B.S.

Texas A&M University // Aug 2010 – Dec 2013

Awards

American Advertising Awards (ADDYs): District 10

Silver // 2020, Social Media

American Advertising Awards (ADDYs): Dallas

Silver // 2020, Social Media

AIVA Communicator Awards

Excellence (Gold) // 2019

BizBash Event Style Awards

Best Virtual Brand Activation // 2021, Virtual Events and Experiences

Dallas Society of Visual Communications (DSVC)

Judge's Choice // 2019

Event Marketer Experience Design & Technology Awards

Bronze // 2020, Best Live Streaming Event

MarCom Awards

Platinum // 2019, Social Media

MUSE Creative Awards

Platinum // 2021, Experiential & Immersive

Silver // 2022, Experiential & Immersive

Summit International Awards: Marketing Effectiveness

Platinum // 2019, Social Media Marketing

Summit International Awards: Emerging Media

Innovator // 2019, Engagement/Experiential

Summit International Awards: Creative

Bronze // 2020, Engagement/Experiential/VR

The Telly Awards

Bronze // 2021, Immersive & Mixed Reality

Bronze // 2022, Branded Content (Live Experiences)

Bronze // 2022, Branded Content (Events)

W3 Awards

Silver // 2019, Augmented Reality

Silver // 2019, Mobile Advertising