



D. LOVE | CREATIVE DIRECTOR & PRODUCT MARKETING CONSULTANT

DESIGNITY | CREATIVE DIRECTOR & PROJECT MANAGER | 2024 - Present

- Lead end-to-end project management, ensuring timely delivery and alignment with client goals across marketing collateral, video, and digital design
- Oversee a team of creatives, providing mentorship, creative direction, and ensuring the quality of deliverables
- Facilitate seamless client communication, translating feedback into actionable tasks and guiding teams toward successful outcomes
- Apply advanced design skills to various industries, maintaining a focus on detail and innovation across all projects

OPENFORCE, BUCKINGHAM COMPANIES, FOOTPRYNT, THE ASPREY GROUP, SUGARMDS

TALLWORKS | FREELANCE CREATIVE, CONSULTANT & STRATEGIST | 2010 - Present

- Provide end-to-end creative consultation and project management for businesses and individuals
- Develop innovative product systems and workflows to enhance productivity
- Manage print, digital, identity, and branding projects from concept to production, either in-house or as a freelancer
- Partner with clients to deliver custom creative solutions that align with business objectives

CAA, CORE RESPONSE, BIOBAG, PAPA'S PILAR, GOOGLE

MINT MOBILE / ULTRA MOBILE | ART DIRECTOR | 2022 - 2023

- Managed and mentored the in-house design team, fostering a collaborative and growth-oriented environment
- Led the development and management of both brands' Figma Design Systems
- Directed high-impact projects across multiple departments and external agencies, ensuring brand cohesion and timely delivery
- Executed strategic initiatives that improved design efficiency and brand recognition

MINT MOBILE, ULTRA MOBILE, MAXIMUM EFFORT

CAA EXPERIENTIAL | HEAD OF CREATIVE | 2017

- Led the creative department, overseeing internal requests and providing high-level creative direction and concepting
- Contributed to business development through compelling client presentations, including content strategy, structure, and copywriting
- Improved office processes and workflow, increasing department productivity

PEPSI, CRICKET, QUAKER

PRIM3 AGENCY | CREATIVE DIRECTOR | 2014 - 2016

- Provided creative direction for high-profile campaigns, from concept to execution
- Conducted research, developed copy, created presentations, and integrated branding for client pitches
- Led production teams in delivering creative solutions that aligned with brand identity and business goals

CITY NATIONAL BANK, LA SPARKS, COMMUNITY COFFEE

PGW EXPERIENCE | CREATIVE LEAD | 2008 - 2010

- Sole creative designer responsible for concept development and execution
- Designed collateral, print media, tradeshow assets, website, and branding materials
- Produced concept art, publications, and copywriting for various marketing and branding initiatives

AMP ENERGY, PRETZEL CRISPS, PEPSI

SOFT SKILLS

- Leadership & Collaboration: Proven ability to lead and mentor creative teams, fostering a collaborative and growth-focused environment
- Project Management & Efficiency: Expertise in managing multiple brands, teams, and timelines, ensuring quality results and process optimization
- Problem Solving & Forecasting: Skilled at identifying project bottlenecks and forecasting potential pain points to mitigate issues proactively
- Strategic Planning: Adept at long-term project planning, ensuring streamlined workflows and timely delivery of creative assets
- Trend Monitoring & Adaptability: Continuously staying informed on software updates, platform trends, and industry best practices

HARD SKILLS

- Creative Software Expertise: Adobe Creative Suite, Figma, SketchUp
- Project Management Tools: Google Apps, Microsoft Office
- Design Systems & Workflow: Figma Design Systems, Cross-platform collaboration

EDUCATION & CERTIFICATIONS

- BFA in Graphic Design, Otis College of Art & Design (2010)
- The Ultimate Figma Masterclass Certification