

## Executive Design Leader • Equity-Centered Designer • Creative Director • Brand Storyteller

Award-winning, charismatic and care-centered culture leader with a reputation for crafting compelling brand stories, establishing equity-centered practices, and achieving strategic clarity for nationally dispersed, agile cross-functional teams at a top-ten Fortune 100 company. **15 years of in-house and agency creative experience in brand, design, product and diversity, equity and inclusion across private and public sector industries.**

Seeking a hands-on senior creative role that is empowered to set global vision at a company that does right by everyday people and believes equity, diversity, inclusion and belonging are moral *and* business imperatives. Passionate curator and analyst of culture, sports, cinema and music, especially where they intersect with DEI.

### AREAS OF EXPERTISE

- Creative Strategy & Brand Narratives
- Concept Development & Production
- Experience Design (CX/UX/UI)
- Creative Team Leadership (Internal & External)
- Overcoming Obstacles & Stakeholder Management
- High-level Oral/Written Communication

### EDUCATION

**Certification, Human Computer Interaction** | Massachusetts Institute of Technology (MIT)

**Master of Arts, Integrated Marketing Communications** | Florida State University

**Bachelor of Arts, Organizational Management & Communication** | George Mason University

### EXPERIENCE

#### CAPITAL ONE

MCLEAN, VA | 2019-PRESENT

#### DIRECTOR OF EXPERIENCE DESIGN, HEAD OF EQUITY BY DESIGN

2021-PRESENT

*SKILLS – EQUITY-CENTERED DESIGN, EQUITY RESEARCH, LEARNING & DEVELOPMENT, PROGRAM DESIGN, PORTFOLIO MANAGEMENT, PEOPLE LEADERSHIP*

Founding Director of Equity by Design, an enterprise-level program with shared executive-level (VP and C-suite) accountability across that develops and delivers equity-centered, trauma-informed design solutions that enhance employee experiences, design practice and culture, and customer experiences.

- **Standards & Best Practice:** Anchored the creative development process to equity-centered best practices, which established a higher bar for product quality and shared accountability measures for human-centered design between all lines of business across Design, Business and Engineering/Tech.
- **Learning & Development:** Developed learning path for 700+ creatives and leadership teams to develop the mindsets, skills and behaviors required to implement equity-centered practices and trauma-informed systems of care for their teams (88% satisfaction rate / 91% projected adoption rate).
- **Team Growth & Insights:** Built and coached an enterprise-level team of designers, strategists, analysts and researchers to generate insights about employee experiences across intersectional identities to understand conditions for a company culture of belonging as well as systemic barriers to retention and advancement.

#### ASSOCIATE CREATIVE DIRECTOR – CAFE & RETAIL IN-PERSON EXPERIENCES, BRAND CREATIVE

2020-2021

*SKILLS – INTERNAL/EXTERNAL CREATIVE DIRECTION, EXPERIENTIAL ACTIVATION, RETAIL DESIGN, STORYTELLING, CAMPAIGN STRATEGY, CORPORATE BRAND STRATEGY*

- **Defining Strategy:** Developed concept, creative brief for the award-winning, category defining [national campaign for Black History Month](#) at the intersection of marketing, design and culture as the break-through brand expression of Capital One's commitment to racial justice across its flagship storefronts in local markets.
- **Commercial Impact:** Activated integrated brand marketing campaign across the Bank retail network as well as owned digital properties, garnering earned media coverage (100% positive/neutral multi-vertical sentiment), 17K views (About Page), 3.4M impressions (Social), high engagement (Organic Social).
- **Campaign Management:** Owned agency-relationships and collaborated with direct marketing and creative teams on production and quality assurance of internal/external creative; Influenced executive leadership on value proposition of non-traditional creative (physical/audio experiences, celebrity partnerships).

## SENIOR MANAGER, DIGITAL PRODUCT DESIGN STRATEGY LEAD – CREDIT WISE

2019-2020

SKILLS – MARKET RESEARCH, PRODUCT DESIGN STRATEGY, UX/UI DESIGN, PROGRAM MANAGEMENT, FRAMEWORK DEVELOPMENT

- **Collaborative Influence:** Developed brand vision, language, and value prop that influenced executive buy-in to reposition *Credit Wise* market fit, pivoting from a credit monitoring app to mobile-first financial wellbeing app.
- **Commercial Impact:** Clarified strategic roadmap to support the business growth needs, helping to grow usership from 21M to 34M and a projected run-rate of ~9-figures in revenue growth by 2022. *Credit Wise* has since become the *Best Overall Credit Monitoring Service of 2020* (according to CNBC).
- **Customer Impact:** Designed delightful user experience for achieving credit score goals that delivered 74% traffic conversion to accounts-held, +14% engagement and an average credit score increase of +9.6 pts.

## DESIGN FOR IMPACT STUDIO (AGENCY) DC, AUSTIN, LA | SECTORS: PRIVATE, NGO, EDUCATION | 2018-2020

### CO-FOUNDER & CREATIVE DIRECTOR

SKILLS – CREATIVE DIRECTION, ART DIRECTION, A/V PRODUCTION, STORYTELLING, BRAND STRATEGY, UX/UI DESIGN, PROJECT MANAGEMENT

- **Hands-on Collaboration:** In the trenches with art directors, photographers, videographers, graphic designers and copywriters to develop compelling A/V content to achieve brand narrative goals.
- **Disruptive Brand Vision:** created custom digital media content, brand language and scripting, layout, color, typography, into a cohesive whole-brand vision, disrupting status quo marketing tactics of higher ed.
- **Business Development:** Grew clientele in DC, ATL, and LA; ensured selected work aligned to studio mission and extended cultural credibility without compromising brand integrity.

## NATIONAL INSTITUTES OF HEALTH

BETHESDA, MD | 2013–2019

### BRAND MANAGER & EXPERIENCE DESIGNER – OFFICE OF EQUITY, DIVERSITY AND INCLUSION

SKILLS – CORPORATE & EMPLOYER BRAND STRATEGY, BRAND EXPERIENCE DESIGN, SERVICE DESIGN, PROGRAM MANAGEMENT, INTERIOR & ARCHITECTURAL DESIGN

Reported to the Executive Director (Chief Diversity Officer) and autonomously owned corporate and employer branding strategy, narrative development, brand experience innovation, and marketing operations.

- **Brand Narrative:** Developed brand story that authentically positioned NIH as the employer-of-choice for diverse talent, resulting in #1 ranked “Place to Work in Government in 2018” (Equal Opportunity Magazine).
- **Brand System Overhaul:** Rebuilt DEI brand and culture from ground up—including corporate website, social media, brand guidelines; redesigned corporate office space to optimize brand expressions at key in-person customer touchpoints. Result: +300% in digital engagement, lift in foot traffic and employee satisfaction.
- **Creative Team Leadership:** Grew and coached a creative team across marketing, tech, and design increasing program capabilities under budget constraint and within a highly bureaucratic, matrixed organization.

## THE WHITE HOUSE

WASHINGTON, DC | 2016–2017

### WORKING GROUP ON DESIGN & PUBLIC POLICY – OFFICE OF SCIENCE & TECHNOLOGY POLICY

SKILLS – DESIGN THINKING, DESIGN STRATEGY, HUMAN-CENTERED DESIGN, DIVERSITY & INCLUSION, PUBLIC POLICY

- **Skill Development:** Introduced federal government employees to human-centered design practices, behaviors, and methodologies to better understand citizens and frame problem spaces in more fluid and holistic ways.
- **Process Design:** Developed speculative design processes for stakeholders to more efficiently experiment with creative solutions to support agencies in achieving congressional policy objectives.
- **Policy Proposal:** Contributed to policy proposals to Congress, soliciting funding and resources for agencies.

### ADDITIONAL WORK EXPERIENCE (2007-2021)

University of Penn Office of Race, Equity & Inclusion | USC Race & Equity Center | NBC Universal | AOL | Raheem Ai

### ADDITIONAL TRAINING (2016–2023)

Architectural Design | Interior Design Theory & Implementation | Service Design | Equitable Human Research | Trauma-informed Systems of Care | Fashion and Equity-Centered Design | Filmmaking & Screenwriting | Mid-level Supervisory Leadership

## **PUBLICATIONS**

**Fast Company®** | Why Designers Should First Be Students of Black Feminist Thought (Fall 2023)

**Fast Company®** | [The Sunken Place is Real in Design](#) (June 2023)

**Forrester®** | Work featured in Ethical & Responsible Commerce Experiences Report (June 2023)

**Capital One Environmental, Social & Governance Report** | Work featured in Social Responsibility Report (2022)

## **AWARDS & RECOGNITION**

**2023 World Changing Ideas Award** (Nominee) | FastCompany

**2022 Diversity, Inclusion & Belonging Trailblazer Award** (Nominee) | Capital One Tech

**2022 Circle of Excellence Award** (Nominee) - Diversity, Inclusion & Belonging Activation | Capital One

**2021 Circle of Excellence Award - Capital One Cafes, Black History Month Campaign** | Capital One

**2020 Rising Star Award & Innovation Award** (Finalist) | Blacks in Tech, Capital One

**2019 Forty Under 40 Achievement Award** | George Mason Black Alumni Chapter

**2017 Superior Innovation Award in the U.S. Government** (Finalist) | NextGen Public Service

**2016 Equity, Diversity, & Inclusion Director's Award for Excellent Creative Development** | NIH

**2015 NIH Director's Award for Outstanding Brand Development** | NIH

**2014 Equity, Diversity, & Inclusion Director's Award for Excellent Employer Branding** | NIH