

Creative Director | Brand Strategy & Campaign Leadership

I help organizations understand what makes them distinct and build the creative systems that communicate it clearly and consistently. My background spans brand strategy, campaign development, and creative leadership across B2B and consumer markets, with a particular strength in making complex, technical ideas feel clear, credible, and human.

EXPERIENCE

Independent ————— September 2025 – Present

Senior Creative Consultant

Providing senior-level creative direction and production support for clients during periods of transition and growth. Work has included packaging design and production for a national retail rollout, social media campaign development, and sales and corporate communications presentations. Engaged for business-critical initiatives requiring discretion, reliability, and a high standard of craft.

Locus Fermentation Solutions ————— May 2022 – May 2024

Creative Director

Led a company-wide rebrand across seven divisions, building a unified brand system from the ground up and implementing it across digital platforms, marketing campaigns, trade show environments, and product communications. Built and led a small in-house creative team, establishing workflows and production processes that improved consistency and output across the department. Partnered closely with marketing and business leadership to ensure creative direction stayed aligned with commercial objectives throughout.

Ganeden/Kerry ————— 2006 – 2022

Art Director

Spent sixteen years growing with a company that transformed itself twice over. Joined Ganeden when it was a B2C business marketing digestive health supplement brands including Digestive Advantage and Sustenex through major pharmacy chains and retail outlets nationwide. When the company pivoted to become an ingredient business and licensed its consumer brands, I pivoted with it, shifting focus to the B2B marketing of proprietary ingredient brands to food, beverage, and supplement manufacturers.

Kerry's acquisition of Ganeden brought the operation into a global organization and expanded the scope of the work significantly. Collaborating with teams across North America, Europe, Asia, and South America, I developed visual campaigns and brand systems for a growing portfolio of ingredient brands including BC30 probiotic and Wellmune, supporting sales and marketing teams worldwide.

Over the course of those sixteen years I mentored junior designers, established creative processes and standards that were adopted across the department, and consistently translated complex ingredient science into clear, compelling visual communications for audiences ranging from consumers to scientists to C-suite buyers.

Mada Design —————

Art Director

Early career position at a New York sports and entertainment design agency working with some of the biggest names in the business, including The Topps Company, Fleer, ESPN, Marvel, and Nintendo.

SKILLS

Leading and Developing Creative Teams

I believe good creative leadership means making the work better and the people doing it better at the same time. In practice that means clear direction, honest feedback, and enough trust to let talented people do what they're good at.

Brand Strategy and Visual Identity

Design decisions that aren't grounded in business objectives are just decoration. I start every project by understanding what the brand needs to accomplish, then build the creative direction around that.

Multi-Channel Campaign Development

Good campaign work isn't about individual executions. It's about a central idea that holds together across every format, audience, and market it touches. I've built and sustained campaigns across digital, print, social, email, trade show, and more.

Packaging Design

From concept through production, across consumer and B2B product categories.

Trade Show and Environmental Design

Booth design that does more than look good. The goal is always to create an environment that draws people in, communicates clearly, and gives the sales team an edge from the first "hello."

Technology and Tools

Expert in Adobe Creative Suite. Hands-on experience with HTML and CSS. Comfortable directing motion, video, and interactive work with internal teams and external partners. Actively exploring emerging AI tools and how they can make creative work faster, smarter, and better. Not afraid to be the first one in the room to try something new.

EDUCATION

BFA, Graphic Design

State University of New York College at Purchase

AI Consultancy Project - Ongoing

Innovating With AI

A continuing professional development program covering evolving AI technical skills, creative consultancy, and business growth strategies.

NOTABLE PROJECTS

Company-Wide Rebrand, Locus Fermentation Solutions

Directed the development of a unified brand system across seven divisions of a complex, multi-industry B2B organization. The project encompassed logo development, brand guidelines, marketing collateral, websites, trade show materials, and digital communications, all built from scratch and implemented organization-wide over the course of approximately a year.

Global Ingredient Campaign, Wellmune

Built and sustained a multi-channel creative campaign for a global immune health ingredient following Kerry's acquisition of the brand. The campaign ran across Europe, Asia, and South America over several years, reaching health-conscious consumers and food, beverage, and supplement manufacturers worldwide. Executions included ebooks, social media campaigns, print and digital advertising, landing pages, email campaigns, and infographics, all held together by a consistent creative direction across markets, formats, and audiences.

Brand Modernization, BC30 Probiotic

Led the evolution of the BC30 brand through two distinct phases: first modernizing the GanedenBC30 identity, then navigating the rebrand to BC30 following a name change. The refreshed brand positioned BC30 as the category leader in probiotic ingredients and supported the brand's growth until its acquisition by a global food ingredient company.

Brand Build and Product Launch, Arctiva Skincare

Led the creative direction for the full launch of Arctiva, a new probiotic-enhanced skincare line featuring a proprietary Antarctic-derived ingredient. The project began with an external agency establishing the initial logo and brand foundations, after which full creative responsibility came in-house. From there it encompassed packaging design, an online store, Amazon A+ content, a sampling program, social media, and marketing collateral. The brand launched into a competitive medicated skincare market with a distinctive identity and a compelling story rooted in its unique ingredient origins.