

EXPERIENCE

ALTERYX

Irvine, CA
August 2022 - Present

Senior Art Director

- Defines visual identity for the corporate brand and its extensions—supplementing with templates to enable the GTM organization
- Directs photography shoots and develops guidelines to facilitate regional shoots around the globe
- Advises illustrators, designers, and photographers, to ensure consistency across all campaigns
- Collaborates with cross-functional team members to advocate for strategic design planning and execution
- Supports Creative Director in procuring and onboarding production design agencies

ONE DROP

New York, NY
April 2020 - May 2022

Senior Art Director

- Managed team of designers and provided final design approvals for cross-functional marketing campaigns and brand awareness initiatives
- Identified creative needs across the organization and developed processes that enable scaleable execution
- Worked with VP of Brand on defining and codifying One Drop's brand and visual identity
- Directed photography shoots and assisted on video and motion needs, anywhere from staging livestream events to supporting storyboarding concepts
- Participated in strategy meetings, providing creative and/or production context for scope and planning

INFOR

New York, NY
July 2018 - April 2020

Senior Art Director

- Concepted and developed the visual identity for a leading enterprise software company through its rebrand
- Managed a team of art directors, designers, and interns
- Directed a team of production designers and video producers on projects from ideation to execution
- Defined and built brand assets to facilitate brand consistency for 16,000+ global employees
- Designs include (but not limited to): marketing print & digital materials, event branding, Infor brand artifacts, partnership/sports sponsorship branding, TVC/video designs, logos

SPRINKLR

New York, NY
November 2015 - June 2018

Art Director

- Developed and governed visual brand identity for a leading enterprise social technology company
- Managed a team of designers, contractors and interns and supervised relationships with vendors
- Worked directly with CEO and executive team to define and codify the Sprinklr brand experience
- Empowered a team of Ambassadors to facilitate brand consistency to 1500+ global employees
- Designs include (but not limited to): marketing and field materials, logos, long form content, event branding, Sprinklr brand artifacts, product launches, book/print production

G3 COMMUNICATIONS

Hasbrouck Heights, NJ
November 2013 -
November 2015

Design Manager

- Managed a team of junior designers and contractors and supervised relationships with vendors
- Oversaw creative concepts and direction between the client, editorial, and designers
- Established visual branding for Retail TouchPoints (RTP) and DemandGen Report (DGR) publications
- Designs include (but not limited to): custom whitepapers, e-books, infographics, event signage, and various client needs across all company verticals

EDUCATION

BARUCH COLLEGE

New York, NY
2008-2013

Bachelor of Arts (BA), Graphic Communications

- Lexicon (Yearbook), Co-Editor in Chief
- Encounters (Publication), Contributor
- The Ticker (Newspaper), Contributor
- F.U.S.I.O.N. (Filipinos Uniting Students In Other Nations), Co-Chair