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**current:** **Salesforce. Creative Director, Global Events.** 2.16 to present.

**prior:** Landor, San Francisco. Freelance Creative Director 1.15 to 10.15  
Managed rollout of new visual identity system, print, digital and event campaign for Intuit QuickBooks.

Visa Inc., Foster City. Freelance Creative Director, Global Brand Marketing 1.14 to 11.14  
Managed global launch of new visual identity system; creative and design standards for Visa brand.

DDB, San Francisco. Freelance Creative Director. 8.09 to 10.14  
Developed global brand campaigns for OneTouch, Amgen and J&J healthcare brands.

Phenomenon, Santa Monica. Freelance Creative Director. 11.10 to 6.12  
Created print and digital campaigns for Crate&Barrel, Pinkberry, LA Times.

EV LABS, San Francisco. Freelance Creative Director. 10.10 to 6.12  
Developed and produced videos for Apple iOS apps and devices.

Saatchi & Saatchi S, San Francisco. Freelance Creative Director. 7.07 to 4.09  
Developed sustainability-focused engagement strategies and campaigns for Walmart, Frito Lay, P&G.

JanSport Inc., San Leandro. Freelance Creative Director 2.07 to 3.08  
Launched AllTerra travel gear. Developed national brand campaign.

Digitas, San Francisco. Freelance Creative Director. 6.05 to 6.06  
Directed various integrated campaigns for Hewlett-Packard, Sony, Charles Schwab, Microsoft.

JWT, San Francisco. Freelance Creative Director. 1.04 to 8.04  
Developed various campaigns for Chevron Inc, Ariba, Informatica.

Other projects, other brands: Lynda.com. Ubisoft. Zulily. Leapfrog. San Diego Zoo. Philips Healthcare. Wells Fargo. Business Objects. Sony. Kelty. Amtrak. Zounds. Orchard Supply. Cord Blood Registry. Barnes & Noble. Hewlett-Packard. Sun Microsystems.

**earlier:** Macy's West, San Francisco. Executive Creative Director, Broadcast Advertising  
MarchFirst, San Francisco/Cupertino. Group Creative Director  
TBWA/Chiat Day, San Francisco. Associate Creative Director  
Hal Riney & Partners, San Francisco. Art Director

**ongoing:** Pro bono/passion projects: Save the Waves. Nest. Planned Parenthood. American Rivers.  
Sierra Club. GreenMoms. Sierra Student Coalition. Surfrider Foundation. Yerdle. Clean Air Coalition.

**school days:** Art Center College of Design, Pasadena.  
UCLA, Los Angeles.