

PROFILE

Experienced directing high-bar brand and experiential design at scale, from enterprise identity systems to global conference experiences. Trusted creative partner to executive leadership at velocity.

Leads the teams, standards, and creative frameworks that make ambitious and effective work repeatable and on-brand, every time.

AREAS OF FOCUS

Creative Operations

Brand Systems & Architecture

Creative Direction & Leadership

Marketing Team Building

Experiential & Event Design

Environmental Design

AI-Integrated Creative Workflows

Stakeholder Leadership

Enterprise Brand Strategy

SELECTED IMPACT

Brand Strategy & Competitive Positioning

At Icertis, conducted a full competitive audit of the contract AI category, found 87% of competitors using cold, clinical visual language, and made the strategic case for a brand defined by warmth and human clarity. Directed the complete rebrand from competitive insight through visual identity rollout across every channel and global market.

Brand Systems at Scale

Led full identity overhauls at Nintex and Icertis spanning every department, channel, and global market. Built the brand standards documentation and governance frameworks that let distributed teams execute consistently without constant oversight.

Content That Drives Pipeline

Built Avalara's Annual Tax Changes report from a 15-page compliance bulletin into a 160-page industry flagship publication. The broader content program ran 50+ campaigns simultaneously, consistently hitting 10%+ CTR against a 2% industry benchmark.

Team Architecture

Built creative teams from the ground up across every senior role: 2→12 at Avalara, 1→9 at Nintex, 1→11 at Catalysis. Each time defining hiring standards, operating frameworks, and the culture that sustains craft at scale.

Award-Winning Brand Experiences

Reimagined CRUSH, Avalara's annual customer conference, as a fully designed virtual experience: grew attendance from 900 to 6,500+ (620%). Won Gold and Silver Tellys.

EXPERIENCE

Icertis

SENIOR DIRECTOR, BRAND & MARKETING • 2025 – 2026

Brought in to establish brand clarity and creative discipline at a global contract AI platform. Built an automated ad-production system with brand guidelines as machine-readable context, cutting first-round production from days to hours. Ran a full competitive audit of the category and used the findings to make the strategic case for a differentiated brand built on warmth and human clarity. Directed a complete rebrand: new visual identity, brand standards, and governance across every channel and global market.

Nintex

CREATIVE DIRECTOR • 2024 – 2025

Led a full identity overhaul touching every department, channel, and global market, executed while building the team from 1 to 9. Built the brand standards documentation and governance framework that enabled teams across all global regions to execute consistently. Introduced the company's first real multichannel campaign program and an agency-style workflow.

Avalara

CREATIVE DIRECTOR • 2020 – 2024

Hired to fix an under-resourced creative function. Built the team from 2 to 12, implemented an agency-style operating model, and grew creative demand 7x year-over-year. Built the content program, anchored by the Annual Tax Changes report, that became the company's most important marketing asset and drove a 9% MQL lift year-over-year.

Catalysis

CREATIVE DIRECTOR • 2012 – 2020

Built the creative practice from the ground up at an integrated marketing agency, 1 to 11: designers, copywriters, animators, art directors, UX. Drove \$2M+ in annual revenue. Key accounts included Microsoft Azure, AWS, The Gates Foundation, AT&T.

Earlier career

Creative Director, Arscentia Marketing • Senior Art Director, DraftFCB • Art Director, Hydrogen
Art Director, Kaiser Permanente / Group Health • Art Director, Sterling Brands

RECOGNITION

Telly (Gold + Silver) • The Seattle Show (Gold + Best of Show) • Interactive Media Awards (Best in Class)
Communication Arts (multiple) • Print Regional Design Annual • GDUSA (cover + feature) • HOW Books