

ABOUT

Consulting Creative Director and Art Director with a twenty-two-year background in design, specializing in beauty and fashion. Visual storyteller inspiring pop culture and its influence on the world around us. Executes all work at the highest levels of quality and taste throughout the entire creative process; from concept to execution.

SKILLS

- Creative Direction
- Art Direction
- Design: Graphic/Product/Packaging
- Concept Development/Execution
- Photoshoots: Planning/On Set/Post
- Branding
- Typography
- Print and Digital Production
- Team Management
- Strong Visual and Verbal Presentation Skills
- Natural and Consistent Communicator
- Multidisciplinary
- Self-Disciplined
- Highly Organized
- Detail-Oriented
- Creative Suite: Photoshop/Illustrator/InDesign

CREATIVE EXPERIENCE

GWEN STEFANI

Consulting Creative Director/Art Director/Designer (8/2001 - present)

- Define and cultivate brand identities.
- Oversee creative and art direction, and execution for 20+ licensee relationships.
- Provide seasonal creative, art, and trend direction through mood boards, style guides, and color palettes.
- Maintain a cohesive and fluid 360 brand identity across all verticals of engaged brands.
- Manage cross-functional teams from each licensee. Managing team goals, including timelines, budgets, quality standards, and 360 brand identity adherence.
- Collaborate and design graphics, prints, packaging, marketing tools, and product for/with creative licensee teams.
- Photoshoots: Planning/On Set/Post.
- Concept development and execution for in-store marketing campaigns, fashion shows, and special events.

NOTABLE CREATIVE DIRECTION /BEAUTY

URBAN DECAY x GWEN STEFANI COLLABORATION

- Limited-edition collection consisting of eye shadow palette, blush palette, eyeliners, lipsticks, and brow box.

HARAJUKU LOVERS x BEAUTYCON

- Pop Electric Tea Party to celebrate wide release of fragrance and launch of accessories.

HARAJUKU LOVERS FRAGRANCES

- Twenty-eight fragrances in total, **2009 FIFI Award** winning for Best Packaging and Fragrance of the Year.

HARAJUKU LOVERS x TWEEZERMAN

- Tweezers, compact mirror, and matchbox nail files.

L.A.M.B. FRAGRANCE

- Fragrance, body lotion, and shower gel.

NOTABLE CREATIVE DIRECTION /FASHION

L.A.M.B. & Gx by GWEN STEFANI OPTICAL

- In-store marketing campaigns.

HARAJUKU LOVERS

- Childrens and juniors apparel, handbags, footwear, jewelry, and accessories.

HARAJUKU MINI for TARGET

- Children's apparel, handbags, footwear, swimwear, and accessories. Launch party and fashion show.

L.A.M.B. x HANKY PANKY CAPSULE COLLECTION

- Thongs, boyshorts, camisoles, bralettes, and teddies.

NOTABLE CREATIVE DIRECTION /MUSIC AND ENTERTAINMENT

KUU KUU HARAJUKU ANIMATED SERIES

- Three Seasons/Network: Nick Jr. Fashion Doll line with Mattel.

GWEN STEFANI and NO DOUBT

- Provide creative direction and/or art direction for seven album packages: Rock Steady, The Singles, Push and Shove, Love, Angel, Music, Baby, The Sweet Escape, This is What the Truth Feels Like, and You Make it Feel Like Christmas.

- Photoshoots: Planning/On Set/Post.

- Design packaging, marketing materials, and tour merchandise for each album cycle.

JUST A GIRL VEGAS RESIDENCY @ PLANET HOLLYWOOD

- Advertising materials and press event.

YOU MAKE IT FEEL LIKE CHRISTMAS

- Christmas special televised on NBC.

REFERENCES AVAILABLE UPON REQUEST