Core/Creates

Principles

My **7** principles, objectives, and design philosophies for success /

Invent intuitive experiences that guide users through thoughtful interactions and effective storytelling / Develop cohesive end to end brand systems that champion core company values and vision / Advocate for, inspire, and mentor upcoming designers, cross-discipline teams – company-wide / Advocate for external developers, partners, and consumer groups / Listen to your users, ask questions often / Organize diligently, build in automation systems for precise output / Have fun /

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Experience

2018 – Present

Samsung America /
Creative, Content Director – Bixby:

Principle creative direction & design
Brand development – campaigns
Film & video, director/producer

Presentation creation & delivery
Content editorial & portal management
Exhibit & event creative direction

2016 – 2018

Meta /
Creative Director, Spatial Product XD:

XD for spatial environments – AR
Creative direction – brand & marcom
Presentation creation & delivery

Content editorial & portal management
Creative direction – events & exhibits
Packaging & print systems

2012 – 2017

Amp Agency, Blitz /
Sr. Art Director:

Continental Tire USA
NBCUniversal Careers
Primrose Schools

FX digital ecosystem
TaylorMade
Amp Agency site

2011 – 2012

Spinifex Group /
Creative Director:

North American International
Auto Show augmented reality
& interactive experiences

Honda / Acura North America
Chrysler / Dodge / Jeep
Lexus Automotive

2004 – 2012

Schematic, Possible /
Sr. Art Director:

Bill & Melinda Gates Exhibit – Seattle
Sony iTV for PS3
Netflix

Target / Converse One Star
Schematic Touch Wall
Microsoft Surface Table

1990 – 1993

Academy of Art College, SF /
Student:

Major:
Graphic Design
Typography

Minor:
Illustration
Conceptual Thinking

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Capabilities

Think of me as an in-house creative agency
Here are my **10** strongest capabilities for successful experiences /

Visual Design: Creative Direction; Art Direction; Team + Agency Management / **XD:** Experience Design + **UX:** User Experience + **UI:** User Interface / **ESSE:** Experiential Spatial Environments; AR/VR / **Brand:** Strategy + Identity Development / **Event:** Experiential Exhibit Interaction Design + Event Creative Direction / **Film + Photography:** Production + Direction / **Content:** Copywriting + Editing for Tone & Voice + CMS / **Presentation:** Principle development + Presenting to stakeholders /

Industries I've built experiences for

- Automotive
- AR/VR
- Consumer Electronics
- Consumer Packaged Goods
- Education
- Entertainment / Digital Media
- Fashion & Apparel
- Franchises & Retailers
- Gaming
- Healthcare
- Internet of Things
- Mobile
- Philanthropy
- Power & Utilities
- Retail Marketing
- Sports Equipment & Apparel
- Technology
- Travel
- Voice AI
- Wearables

Clients and companies I've colaborated with

- Adobe
- Acura
- Asus
- Better Place
- Bill & Melinda Gates Foundation
- Blockbuster Video
- Blue Shield
- BMW Designworks
- Chrysler
- Cicis
- Comcast
- Continental Tire USA
- Converse One Star
- Dole
- Disney
- Dodge / Jeep
- Fandango
- Farmers Insurance
- FX Networks
- Guitar Center
- Honda North America
- Hot Wheels
- Infiniti
- International Medical Corps
- Lexus
- Mattel
- Megadeth
- Meta AR
- Michelle Wie
- Microsoft
- Mortal Combat
- Musician's Friend
- Naked Juice
- NBCUniversal
- Netflix
- Nissan
- Oakley
- Primrose Schools
- Qualcomm
- Quiksilver
- Riot Games
- Samsung
- Scrabble
- Sony Playstation
- Target
- TaylorMade
- THQ Games
- Universal Music Group
- VIZIO
- Warner Bros
- Xbox