

Accomplished, tech-savvy creative executive with wide-ranging experience in multichannel advertising, omni-channel marketing, global branding, product development, information architecture, user experience, and customer centric design. Exceptionally grounded leader with over 15 years of hands-on experience managing multidisciplinary design teams to deliver strategic concepts and customer facing product solutions on-time and within budget, utilizing scalable techniques and forward thinking technology principles.

## Essential Duties & Responsibilities / Employment History

### INDUSTRIES

Agency  
Finance (FinTech)  
Gaming  
Healthcare  
Hospitality  
Information Technology  
Media & Entertainment  
Nonprofit  
B2B, B2C

### MANAGEMENT

Extensive experience managing diverse personalities in deadline driven environments, establishing employee career development programming, leading cross-functional team collaboration, and developing industry outreach opportunities. Strong organizational skills coupled with experience managing multiple design teams.

### SKILLS

Hands on expertise coding in HTML5, CSS3, Bootstrap, XML, JavaScript and ActionScript. Expert in Agile/Scrum principles (Jira, Confluence, Trello, Basecamp, Wrike, & Rally). Excellent drawing, painting, design, & photography skills. Extensive expertise with spot/four-color process printing. Packaging experience. Video production experience.

### TOOLS

Sketch  
Figma  
Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premiere, Aftereffects, & XD).  
Microsoft Office (Word, Excel, Outlook & PowerPoint).  
iWork (Keynote, Numbers, & Pages).  
Prototyping (InVision, Axure, Principle, Proto.io, Atomic & Flinto).  
Wireframing (Omnigraffle, Balsamiq).

### PLATFORMS

Mac OS  
Windows  
iOS & Android

### EDUCATION

La Accademia di Belle Arti di Firenze. University of Florence, The Academy of Fine Arts, Florence, Italy. July 2000

B.F.A., Studio Art & Graphic Design. December 2000. HSU |California State University, Arcata, CA.

### LANGUAGES

Fluent in Italian.  
Comprehensive Spanish.

JULY 2020  
to PRESENT

**Role: Director of Design**  
**Company: Spodio**

- Designed, planned, delivered and was ultimately accountable for the success of the company's flagship sports betting, live gaming, racing and casino products.
- Built upon industry best practice and championed new features that would create a new standard for a best-in-class product within the gaming sector.
- Used storytelling and persuasion to connect strategy and vision with day-to-day practicality and represented the department at the highest levels within the company.
- Designed and delivered multiple B2B products including a customer service help center, chatbot, marketing dashboard and online affiliate program.
- Recruited, managed and mentored a team of talented, diverse product designers and leaders that aligned with the company's values and culture.
- Provided strategic and tactical leadership to the team, and engaged in discovery, exploration and delivery phases including customer research and usability testing.
- Developed a comprehensive content strategy and localized the product for launch in the Chinese and South Korean markets.

SEPTEMBER 2019  
to JULY 2020

**Role: Creative Director**  
**Company: Extractable**

- Inspired and designed products for the financial and healthcare sectors, persistently driving client focus towards innovation and digital best practice.
- Championed bold and original approaches to solving client challenges and identifying areas of opportunity, while presenting and fostering adoption by executive stakeholders.
- Used customer data and strategic insights to guide creative vision work and support business development efforts.
- Partnered closely with UX designers, interaction designers, developers and engineers to develop strategic direction and deliver outstanding digital experiences within a range of digital media types and emerging platforms.
- Managed and mentored all members of the creative team and fostered cross-discipline collaboration.
- Produced high quality design that represented the user experience as defined in functional specifications, wireframes, flow diagrams, schematics and prototypes.
- Pushed experience design innovation both aesthetically and technologically.
- Worked with the project management team to ensure smooth project workflow from concept through delivery.

Clients:  
Beneficent Group | California Coast Credit Union | VyStar Credit Union

SEPTEMBER 2017  
to SEPTEMBER 2019

**Role: Creative Director / Design Lead (Mobile UX - Omnichannel)**  
**Company: U.S. Bank**

- Led the creative and user experience teams through simultaneous launches, guiding strategy and organizational alignment for digital products including internal transfers, bill pay, mobile check deposit, account activity and P2P payments (Zelle®).
- Played an instrumental role in defining internal processes and growing strategic design as an internal consultancy.
- Canvassed and interviewed users to identify pain points and developed foundational insights into users' thoughts, behaviors, needs, and goals.
- Designed and prototyped product and service offerings, to guide strategy and organizational alignment across functional areas.
- Helped define and shape creative standard across all aspects of the engagement (web, iOS, and Android) - from design research, to concept design, to visual communication, to articulating business rationale.
- Provided a pragmatic balance of exerting a strong POV with the ability to let go and hand-off work to junior design strategists and internal clients when needed.
- Assisted clients and internal partners in identifying experience opportunities and solving any and all business challenges.
- Designed within strict compliance guiderails, adhering to ADA, A11y, and 508 accessibility standards.

NOVEMBER 2012  
to APRIL 2017

**Role: Head of Global Creative – Digital (US, LACA, EU, APAC)**  
**Company: Western Union Digital Ventures**

- Worked hand-in-hand with executive leadership to revitalize the age-old brand through the creation of a comprehensive communications platform designed to expand the product consideration set of millennial consumers in 40 new global markets.
- Developed the corporate strategy and global operational model for the creation of Western Union's first in house full-service creative agency, ensuring the delivery of high impact, strategically grounded creative for several divisions of the company's core business.
- Oversaw the conceptual development and completion of more than 1600 global 360° campaigns and marketing initiatives, leading to over \$15 million in annual cost savings.
- Architected an enterprise level agile project management solution to supervise the day-to-day operations of multiple creative shops and multi-disciplinary design teams based in the US, Canada, UK, Lithuania, Costa Rica, Morocco, and the Philippines.
- Supervised all phases of the production process to ensure global creative consistency for paid media, programmatic display, email, on-site creative, social media, mobile and app store communications, print and point of sale graphics, video production, and trade show graphics and installations.
- Managed the global marketing production schedule, set project expectations, and clearly communicated key objectives with multiple stakeholders.

OCTOBER 2008  
to DECEMBER 2012

**Role: Director, Creative & User Experience**  
**Company: Delivery Agent**

- Directed the development and execution of site launches, redesigns, channel launches, new product features, and promotional marketing campaigns.
- Oversaw all phases of the product development process and set the strategic and creative direction for the company's suite of online products.
- Managed an intense production schedule and clearly communicated vision to a wide variety of stakeholders.
- Developed an Agile/Scrum project management framework to supervise the day-to-day operations of several cross-functional teams ensuring the delivery of polished, market ready products and services.
- Managed, inspired and guided a team of 12 visual designers, contractors, and outside vendors to creative excellence as a mentor, including career and skill, development.
- Led and continually evolved the creative process in order to improve efficiencies and scalability within the project lifecycle.

Clients:

BBC Worldwide | Live Nation | Turner Classic Movies | Playboy | Star Trek | 2012 London Olympics | USTA

JULY 2007  
to OCTOBER 2008

**Role: Art Director**  
**Company: Delivery Agent**

- Managed and mentored the creative team while ensuring all client deadlines were met, on brand, and within scope and budget.
- Personally designed comprehensive e-commerce sites as well as flash and video applications for high traffic, high revenue clients.
- Developed a scalable creative process that delivered consistent, high quality work in the most time efficient way possible.
- Managed project timelines and deliverables for over 60 entertainment and network clients.
- Developed multimedia presentations for business development projects and new business opportunities.
- Co-directed user experience and defined guidelines for use across all client web sites.
- Defined brand guidelines for multiple domestic and international partners.

Clients:

Discovery Communications | A&E Networks | FOX | MTV | UFC | Tapout | NFL | UEFA Champions League | FIFA

JUNE 2006  
to JULY 2007

**Role: Senior Manager of Visual Design**  
**Company: Delivery Agent**

- Designed intuitive, best of breed websites within the e-commerce space utilizing best practice techniques and innovative online technologies.
- Owned the entire creative design process for individual marketing campaigns for multiple clients.
- Demonstrated ability to follow style guidelines and incorporate verbal direction into all projects.
- Followed through with all creative initiatives and projects with a sense of urgency and attention to detail.
- Executed artistic sensibility and knowledge of design fundamentals such as adjustment layers, masks, filters, smart objects, and color separation.
- Proofed incoming/outgoing materials for conformance to brand guidelines and site specifications.
- Collaborated and worked pro-actively with the Business Management and Email Retention teams.
- Organized, managed and track time for all projects.

Clients:

NBCUniversal | ABC | CBS | Project Runway | Lionsgate | Celtics | Bulls | The Simpsons

## AWARDS & ACCOLADES



**American Advertising Federation  
MOSAIC Awards:**  
Best Multicultural Digital Campaign  
(2016)



**Dire e Fare Magazine:**  
Awarded premiere prize for  
"Innovation in Design" (2002).



**IAC Award:**  
Best of Show: Best Financial Services  
Online Campaign (2016)



**OMMA:**  
Best Hispanic Marketing Campaign  
(2016)



**Oprah Magazine**  
Published as one of Oprah's favorite  
things (2006)



**PRO Award:**  
Best Cross-Channel Campaign (2016)



**Reggie Awards:**  
Gold, Best National Consumer  
Campaign over \$3 Million (2016)  
Bronze, Best Digital and Mobile  
Campaign (2016)



**W3 Awards:**  
Gold, Marketing in Integrated  
Campaign-Branding (2016)  
Gold, Discovery Store (2009)  
Silver, Marketing in Online  
Campaign-Banking/Bill Paying  
(2016)  
Silver, Marketing in Marketing  
Effectiveness-Banking/Bill Paying  
(2016)  
Silver, Marketing in Online  
Campaign-Branding (2016)  
Silver, E-commerce TCM (2012)  
Silver, E-commerce HBO (2009)



**WU Lion:**  
Gold, Best Digital Campaign (2015)  
Silver, Breakthrough of the Year  
(2016)

## MISCELLANEOUS

Stage tech for alternative  
group "Radio Head".