

profile A trained architect, designer and creative director focused on the sensations, feelings, cognitions and behavioral responses evoked by brand-related stimuli and experiences. A passionate designer with an accomplished background brand experience design across a variety of touch points including; advertising, digital, product and experience design. A talented leader capable of driving multidisciplinary design teams, fabricators, contractors and clients through timely and budget-conscious project executions that can successfully enhance the culture of the client's brand.

Core competencies: Design conceptualization and strategy, design management, production, planning, project management, client relationships and in-depth understanding of fabrication and construction processes.

**professional
experience**

SENIOR EXECUTIVE CREATIVE DIRECTOR / VP

Interbrand (www.interbrand.com)

February 2017 – Present

Executive Creative Director, for both Consumer & Retail Brand Experience at Interbrand's North American Center of Excellence for Consumer Branding and Experience Design. Responsible for strategic creative leadership of a world-class cross-disciplinary team aimed at growing brands and businesses thru the combination of rigorous strategy, analytics and design.

EXECUTIVE CREATIVE DIRECTOR / VICE PRESIDENT OF CREATIVE

George P. Johnson - ProjectWorldwide. New York, NY. (www.gpj.com)

June 2012 -February 2017

Responsible for strategic creative leadership across IBM global account; focused on delivering innovative 360-degree engagements and marketing communications. Lead international design/development teams to consistently drive preeminent brand activation, cutting-edge human interactions and realization of the proprietary IBM Signature Event Experience framework.

CREATIVE DIRECTOR, BRAND EXPERIENCE

Bruce Mau Design- MDCPartners. New York, NY. (www.brucemaudesign.com)

January 2011- June 2012

Creative Director responsible for the leadership and guidance of the design team in all projects related to brand experience projects and all physical expressions of a brand. Lead design and threefold growth of the newly established experience team and turned it into a profitable and sustainable division.

- **General Electric.** Collaborated with GE to bring the GE Works brand platform to life in GE's corporate, research and global manufacturing facilities.
- **AmoEno.** Crafted the Amo Eno wine bar experience in Hong Kong, Central District. Conceptualized the store interior design, print, packaging, visual identity & in-store digital media.
- **Li-Ning Sports.** Window merchandizing strategy for Spring 2011 Women's Collection. 1000 store deployment in Mainland China.
- **LEAP Magazine.** LEAP is one of China's leading art and design magazine. Conceptualize and coordinated the event/venue design for all launch parties.
- **Mc. Donalds.** Conceptual design form annual conference.

SENIOR DESIGNER /ACD, ARCHITECTURE & BRAND EXPERIENCE

ARNELL- Omnicom. New York, NY. (www.arnell.com)

March 2006- December 2010

Senior designer, working directly with Arnell's Chief Creative Officer. Responsible for the execution of brand experience projects from inception through completion. Team leader and client liaison involved in all phases of design, strategy, and production. Arnell is a 150-people boutique branding an innovation firm partly owned by Omnicom a leading global advertising, marketing and communications network.

- **Fontainebleau Hotel & Resorts.** Design lead responsible for the execution of brand experience for the revamp of the Miami and Las Vegas 2.9 billion, 3200+ room resort development. Led environmental design and identity teams through the development and implementation of the retail and hospitality brand strategies, as well as the design of their million dollar Sales Center Media Ride experience in Las Vegas.
- **GNC.** Design strategy and development of new national retail experience and merchandising initiative. Stores rollout ranging from 800-2000 sqf.

professional
experience

- **Pepsi Co.** Design and production of main corporate Pepsi Expo events '06-'07.
- **Devon Works.** Design lead and client manager for Devon flagship store. Responsible for retail experience, merchandising and project execution. This is a 2.6 million, 9300 sqf store in Beverly Hills.
- **Con Edison of New York.** Design and production of digital media interface for the EQ Smart Grid Education Campaign.
- **Belvedere Vodka.** Design lead, responsible for the merchandising initiative of a national advertising campaign.
- **The North Face.** Design bid development for new retail experience strategy and merchandising initiative.
- **The Home Depot.** Merchandising and product design consultant for the Home Depot Innovation Lab (Orange Works). Led the merchandising design and strategy teams.
- **Masterfoods.** Packaging and merchandising design for the G.O.A.T. health snacks brand.
- **Government of Singapore.** Arnell's design liaison with Frank O. Gehry Partners and Kerzner International during the Sentosa Island Integrated Resort bid.
- **Paini USA.** Product design and conceptualization for a high-end faucet line.

ASSOCIATE DESIGNER

DMJM Design - AECOM. Los Angeles, CA. (www.aecom.com)

August 2003- March 2006

Associate Designer for large-scale commercial and institutional architecture projects. Responsibilities included conceptual design, project development, scope analysis, space programming, space planning, construction documentation and digital presence. DMJM Design is the leading design division of AECOM, which is considered the top professional engineering, technical and management support services company worldwide.

DESIGNER / PROJECT CAPTAIN

Lauren Rottet Design Studio. Houston, TX. (www.rottetstudio.com)

December 2001- September 2002

Designer responsible for the scope analysis, space programming, space planning, design development and construction documentation for mid scale commercial and institutional interior design projects.

DESIGNER

EMBT- Enric Miralles Benedetta Tagliabue. Barcelona, Spain. (www.mirallestagliabue.com)

June 2001- December 2001

Worked as part of the design competition team and was involved with the conceptual design development, visualization and production of two high profile projects and one international exhibit. EMBT is a world renowned Architecture Studio.

education

HARVARD UNIVERSITY

Graduate School of Design. Boston, MA. June 2003

Master in Design Studies Digital Media and Production Environments.

UNIVERSITY OF HOUSTON

Gerald D. Hines School of Architecture. Houston, TX. June 2001

Bachelor of Architecture (Summa Cum Laude)

Bachelor of Science in Environmental Design (Summa Cum Laude)

research

Center for Design Informatics. Harvard University

Cambridge, MA. (www.gsd.harvard.edu)

January 2003- September 2003

International Competition for Sustainable Urban Systems Design. San Diego/Tijuana

Centre d'Etude d'Architecture et d'Urbanisme (CEAU)

Saintes, France. September 2000

Exposition; "Regard sur L'Architecture. Saintes Au 3e Millenaire 2000-3000

language and
technical skills

Fluent in English and Spanish, conversant in French.

Excellent skills in CAD, 3D Max, Rhino, MS Project Manager, all Adobe & MS Production Suites.

portfolio and
recommendations

Portfolio and references available upon request.