

People, product & process

Streamlining creativity within organizations across B2B & B2C for strategic impact and scale.

Background details

Education:

Montclair State University
(BA Graphic Design)

Employers & clients:

American Airlines
Aon
Chubb
Dialogic
Intel
Internet Brands
Lawyers.com
LexisNexis
LG
Martindale-Hubbell
Nikon
Panasonic
Philips
RMA
UBS Financial Services
WebMD

Industries:

Airlines
B2B/B2C
Banking
Beauty
Construction
Fintech
Health
Hospitality
Insurance
Legal
Life Sciences
Medical
Optics
Pharmaceutical
Real estate
Tech
Travel

Awards

Art Directors Club of
New Jersey (8)
Graphic Design USA (7)
Mobile WebAwards
Competition Best Legal
Mobile Website (1)
Internet Advertising
Competition (IAC) Award
Best Legal Integrated Ad
Campaign (1)
Web Marketing
Association's WebAwards
Legal Standard of
Excellence Award (4)
Horizon Interactive Awards
Websites Self Promotion
Category (2)

Relevant experience:

Executive Creative Director / Head of UXUI | UBS | 11.18 - Present

I established a design center of excellence from scratch, dramatically enhancing operational efficiency and user satisfaction across diverse ecosystems.

Leveraging agile methodologies, I've guided teams toward excellence in end-to-end design processes, from ideation to execution, ensuring every solution is not only feasible but also impactful and scalable. My narrative is one of transformative leadership, marked by a dedication to empowering teams, inspiring innovation, and delivering exceptional user experiences that drive strategic business outcomes.

IMPACTFUL RESULTS:

My leadership fostered a 23-36% productivity boost for over 7,250 financial advisors and field users, yielding annual savings of \$3 to \$5 million.

Achieved substantial cost savings of \$10-15 million over five years through strategic scaling and process optimization.

Elevated internal user satisfaction from 64% to 88%, demonstrating a profound understanding of user needs and business objectives.

PRODUCT ENHANCEMENTS AND INNOVATIONS:

Implemented ADA-compliant design systems, significantly mitigating legal risks and elevating user experience.

Championed human-centric design, integrating data-driven insights with artificial intelligence to streamline and enhance decision-making processes across platforms.

Senior Creative Director UXUI | Internet Brands | 03.17 - 11.18

In my role, I led a significant revenue surge for our website template product line, essentially doubling its performance. This was achieved by refining processes, innovating, and focusing on customer-driven development. Direct customer engagement was pivotal in redefining our product development benchmarks.

I managed an eight-person design team across coasts, fostering a culture that values innovation and curiosity. My leadership catalyzed a shift from a feature-centric to a solution-focused approach in product development, markedly affecting our strategy.

IMPACTFUL RESULTS:

Drove substantial revenue growth, doubling our website template line's performance.

Secured and managed \$4 million in annual revenue by retaining business and resolving account issues.

Achieved over 12% growth in conversion rates for our main B2B and B2C sites.

Boosted B2B client retention from 70% to 88% in one year.

Raised customer satisfaction from 65% to 90%.

PRODUCT ENHANCEMENTS AND INNOVATIONS:

Directed detailed research to align design with user needs, improving our products significantly, center of excellence, ensuring brand consistency across multiple units.



Creative Director UXUI | LexisNexis Martindale-Hubbell | 08.11 - 3.17

As Creative Director at LexisNexis Martindale-Hubbell, I led a transformative agenda, emphasizing “design is a process, not a button.” This mindset propelled dramatic improvements in design approvals, email engagement, and productivity—achieved with the original team intact. By fostering a culture of excellence and leveraging existing talents, we boosted client retention rates for both new and custom product lines, all while maintaining superior team morale and product quality.

These achievements underscored the effectiveness of nurturing talent and iterative design processes in driving substantial organizational growth without team changes.

IMPACTFUL RESULTS:

Increased first-time design approvals from 25% to 78%, demonstrating a significant leap in meeting client expectations without altering the creative team.

Enhanced email open rates from 16.78% to 28.47% and click-through rates from 1.35% to 3.66%, reflecting superior engagement strategies.

Doubled team efficiencies, optimizing throughput while simultaneously elevating team morale and product quality.

Boosted client retention rates to 90% for our new template line and to 92% for our custom product line, solidifying customer loyalty and satisfaction.

PRODUCT ENHANCEMENTS AND INNOVATIONS:

Efficiently managed and mentored a creative team, expanding from 10 to 45 members, fostering innovation and collaboration.

Directed digital teams to standardize formats and branding, achieving a cohesive brand story across platforms and led a data and results driven mindset.

Known as an engaging storyteller and presenter, adept at sharing our vision and values with diverse stakeholders.

Associate Creative Director | Thinkdm2 | 03.07 - 03.11

Leveraged mastery in project concept creation to align with strategic business objectives, combining a strong creative and conceptual vision for multimedia projects. I led the execution of high-quality integrated designs, managing and mentoring a team to foster a collaborative atmosphere. My approach emphasized strong time-management and effective creative resource management.

IMPACTFUL RESULTS:

Cultivated a team-centric atmosphere, enhancing productivity and collaboration.

Efficiently managed creative resources and time, optimizing project outcomes and skillfully directed tasks under pressure to ensure timely delivery and quality.

PRODUCT ENHANCEMENTS AND INNOVATIONS:

Enhanced the brand’s multimedia presence and fostered a culture of continuous improvement with innovative design strategies, leading to impactful, integrated solutions.

