

**SOUND BITE**

Multidisciplinary Creative Director/Designer with 20+ years of experience ranging from social campaigns, storytelling, websites, digital marketing, online ad campaigns, content integrations, print, email marketing, apps, Xbox games, etc.

I have worked in agencies, with big and small brands, with start-ups, in game development studios, onsite/remote and am an entrepreneur who loves an epic challenge while still checking the kerning between each letter of type.

**AWARDS**

- \_ Cannes Cyber Lion, Bronze
- \_ One Show Pencil, Silver
- \_ One Show Best of Digital Decade Nominee
- \_ Most Contagious List
- \_ Effie Award, Gold
- \_ Echo Award, Gold
- \_ Mixx Award, Gold
- \_ Mixx Award, Silver
- \_ OMMA Award, Gold
- \_ OMMA Award, Silver
- \_ App Store Best New Games List at Launch
- \_ App Store Best Games: July
- \_ 1Up's Top 10 Sleepers of E3
- \_ Game Informer Best of E3

**LEAD**

- Creative Direction
- Concept Development
- Campaign Design
- Team Management
- Account Management
- Client Management
- Creative Presentation

**PROCESS**

- Visual Design
- UX Design
- Information Architecture
- Game Design

**TECHNICAL**

- Adobe Creative Suite
  - \_ Photoshop
  - \_ Illustrator
  - \_ Premiere
  - \_ After Effects
  - \_ In-Design
  - \_ Sketch
- Google Suite
- MS Office

**SOCIAL DEVIANT. CREATIVE DIRECTOR, DESIGN.** Austin/Chicago (2015-2017)  
 Led the brand expression in the social space for **Blue Moon Brewing Co., Red Wing Shoes, and General Mills** to grow their audience, elicit interactions, and impact their business.

Particularly of note is the **Red Wing Wall of Honor** that I created, developed, executed, and launched as an integrated campaign (social, web, email, print, and retail) targeting tradesman to share their stories of putting aside differences on the job site, everyday, to keep America Working. Tradesman having stories that aligned with Red Wing Shoes values had their boots, as well as their story, enshrined on the Wall of Honor in their flagship store in Red Wing, MN as well as online.

- \_ **Submitted Stories** 734 (original goal of 100)
- \_ **Website Visits** 104,570
- \_ **Social Impressions** 17 million (92% positive sentiment—that is unheard of)
- \_ **Press Coverage** Adweek, MediaPost, and Global Index's Campaign of the Month

**CERTAIN AFFINITY. SENIOR BRAND & COMMUNITY MANAGER.** Austin (2012-2015)  
 Overhauled stale brand and out-dated marketing strategy with a fresh new re-brand and strategy to create awareness and demand for Certain Affinity games. In a nutshell, fans knew CA games but not CA. So, CA meet fans. Fans meet CA.

\_ **Launched Social Presence, Website, and Online Community** Zero to 30K (FB) followers in two years with no paid budget.

\_ **Launched YouTube Forge Tutorial Series** 500K+ views (I saw a void. I filled it. No budget.)

\_ **Launched iOS Game App, Age of Booty: Tactics** Earned \$1Million worth of user acquisition for under \$10k

\_ **Secured App Store Best New Games List for Launch** A featured placement in the App Store for 270 different countries

\_ **Secured App Store Best Games of July List**

**CERTAIN AFFINITY. GAME DESIGNER & 2D ARTIST.** Austin (2009-2012)  
 Developed user feedback and communication mechanics as a UI Design Lead, Systems Designer, UI Designer, and 2D artist for Xbox console games.

\_ **HALO 4** UI designer/2D artist

\_ **CRIMSON ALLIANCE** UI design lead/2D artist

\_ **Xbox LIVE— HALO WAYPOINT** Systems and UI Designer

**SEVEN LIGHTS. FOUNDER, CHIEF CREATIVE OFFICER.** Chicago (2007-2009)  
 An early player in social gaming, Seven Lights produced customizable online entertainment that combined best-of-breed game elements from RPGs, strategy games, collectibles, and other genres with gameplay styles and business models tailored to the individual player.

Founding member responsible for all creative product, creative employee and overall company management. Creative lead on **THE CONTINUUM**, a free-to-play, online collectible wargame (brand, game design, user experience...

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**ED**

Double Major: B.A.'s, May 1997, Indiana University, Bloomington, IN. Telecommunications and Psychology

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thecontinuum.com, online ads, marketing comic books series, minigames, etc.). The Continuum had over **200K GAMES PLAYED** and more than **115K SIGN-UPS** in 6 months.

### **PLAY/DENUO. FOUNDER, CREATIVE DIRECTOR.** Chicago (2003-07)

Founding member of **PLAY**—the early pioneer and gold-standard in the game advertising space. Play was a division of Publicis' Denuo Group, which I also helped found. Denuo has since been absorbed by SapientRazorfish. While founding the unit and taking part in all business development, I also developed concepts, directed and executed all creative product and client management for **Proctor & Gamble, LEGO, Red Bull, Miller Brewing and General Motors.**

A case study of note was the **Cadillac V-Series Collection & Cadillac Elite Program** developed to address Cadillac's brand perception issues with males 18-34 (they thought it was your Grandfather's car). I developed the concept to have the Cadillac's V-Series cars (0-50 in under 5) go head-to-head with the best cars on the planet as free downloadable content for the Xbox 360's premier racing game, Project Gotham Racing 3 (PGR3). With Xbox, we then created a competition for gamers using the cars to get exclusive badges distinguishing themselves as elite gamers.

**Downloaded Over 306K Times** (only 1MM titles of PGR3 sold; 306K downloads is 31% of total install base)

**1 Million Races** were run with the V-Series Cars

**Time Spent of Over 512 Days**

**FIRST** marketer on the Xbox 360

**FIRST** marketer to underwrite downloadable game content for the Xbox 360

**Gold MIXX Award**

**Gold OMMA Award**

**Most Contagious List**

### **CHEMISTRI/ILEO/ARCWW. SENIOR ART DIRECTOR.** Chicago (2000-03)

Design lead for the U.S Army's goarmy.com, Army Special Forces site, U.S. Army's online ad campaigns. Art direction, concept development, graphic design, flash development for Adidas, Kellogg's, and Morgan Stanley.

**goarmy.com** averaged 40K unique users/day and was their best and most efficient source of recruitment leads.

**Cannes Bronze Cyberlion**

**One Show, Silver Pencil**

**One Show: Best of the Digital Decade Nominee**

### **TORQUE, LTD. NEW MEDIA DESIGNER.** Chicago (1997-2000)

Art direction, concept development, graphic design, and flash development for National Geographic, Borders, and PWC.

### **UNICEF TAP PROJECT APP.** Game Design Consultant. (2014)

Since I am fluent in brands, product development, **AND** games, the good folks at Droga 5 contacted me to serve as a game design consultant on this critical project for one of their most important brands. ([Click here for YouTube video](#))

### **PONTIAC VIRTUAL NCAA® FINAL 4®.** Founder, Creative Director. (2003-07)

As Creative Director at Play we created the first ever virtual/actual event of it's kind, The Pontiac Virtual NCAA Final 4 (PVNF4) on Xbox and PlayStation, to find more value in Pontiac's (very expensive) NCAA sponsorship, create relevancy between Pontiac and a younger demographic, and lastly come up with a new "institution" for the NCAA Tournament.

**10,000+** games played

**2,048** qualifiers for the tournament

**70%** accuracy in determining real-world game outcomes

**Silver MIXX Award**

**Silver OMMA Award**

### **AGE of BOOTY: TACTICS GAME APP.** Senior Brand & Community Manager. (2012-2015)

Oversaw brand & aided app development for Certain Affinity's first self-published game. Responsible for securing over a **\$1MM WORTH OF USER ACQUISITION FOR UNDER \$10K**. Secured app store main page placement for launch on the **BEST NEW GAMES LIST** as well as earned a spot on the **BEST GAMES of JULY LIST**.

EXPERIENCE

ADDITIONAL HIGHLIGHTS



I volunteer regularly with Mobile Loaves & Fishes (Poverty Alleviation) and Pug Rescue of Austin (Animal Welfare).