

PROFESSIONAL SUMMARY

Creative Director and Art Director with over 15 years of experience in the design industry, including more than a decade leading high-impact creative for national fashion and intimates brands. Visual problem solver with a proven track record directing integrated campaigns, building scalable creative systems, and leading in-house teams to deliver cohesive visual storytelling across digital, retail, and experiential channels. Deep expertise in on-set production, art direction, post-production oversight, and translating business objectives into effective visual campaigns. Known for balancing creative vision with clear structure and executional discipline, and for leading with adaptability and collaboration. A natural curiosity for learning drives my work, including adopting new tools like AI into my daily creative and production workflow. I thrive in environments that value creativity, positive culture, and thoughtful leadership.

EXPERIENCE

Freelance Art Director | Aug. 2025 – Present

- PDP shoot direction, casting, post-production selects, retouching oversight, and creative guidelines development for fashion and lifestyle brands.
Clients: Spanx, Reebok

Creative Director | Warners, Olga by Warners, True & Co. Brands

Basic Resources, Inc. – BR Intimates Division | NYC | Nov. 2023 – Apr. 2025

- Led end-to-end creative direction for three intimates brands, defining visual language, seasonal campaigns, and brand storytelling across digital, print, packaging, and retail environments.
- Built and mentored a high-performing creative team (Associate Art Director, Senior Graphic Designer, Senior Production & Content Coordinator), fostering a culture of collaboration, accountability, and creative excellence.
- Partnered with senior leadership and cross-functional stakeholders (VPs of Brand Marketing and Omni Media) to align creative priorities with business strategy, go-to-market planning, and growth goals, translating marketing objectives into consumer-facing content.
- Owned creative budgets, timelines, and vendor relationships - including estimates, contracts, and negotiations for photoshoots and third-party services.
- Spearheaded full-scale photoshoot production (still and video), managing concept development, art direction, and post-production in partnership with internal and external teams.
- Directed full-scale on-set production for still and video shoots, including casting, styling, shot direction, and coordination with photographers and production teams to ensure creative intent was maintained from concept through final delivery.

- Oversaw seasonal campaigns and daily content across omnichannel touchpoints:
Digital: Emails, website updates, paid media, PDP/A+ content
Print: In-store signage, showroom materials, packaging and trim components
Production: Print-ready mechanicals, color proofing, and asset delivery
- Established scalable creative workflows and processes to support fast-paced seasonal calendars, ensuring timely delivery of assets across multiple brands and channels.
- Maintained visual identity and brand integrity across all three brands while evolving design systems and creative toolkits to respond to shifting retail and market demands.
- Hired and managed freelance copywriters and external creative partners; led internal reviews, alignment meetings, and feedback loops.

**Art Director / Senior Art Director | Van Heusen, Warners, Olga by Warners, DKNY Men's Brands
PVH Corp. | NYC | 2018 - 2023**

- Led end-to-end creative direction for PVH's in-house marketing team, defining visual language, seasonal campaigns, and brand storytelling across digital, print, packaging, and retail environments.
- Partnered closely with VP Brand Creative and VP Creative Director to shape brand strategy, concept 360° integrated campaigns, and deliver high-impact visual storytelling aligned with seasonal goals and brand positioning.
- Directed photoshoots from concept through post-production: created shot lists, led on-set direction for still and video, and oversaw imagery selection, retouching, and asset delivery.
- Managed and mentored a team of Graphic and Web Designers as well as freelance talent; ensured creative consistency, collaboration, and executional excellence.
- Translated brand vision into cohesive campaign systems across omnichannel touchpoints:
Digital: Emails, organic/paid social, PDPs, landing pages, digital ads
Print: Showroom materials, in-store signage, packaging and trim components
Production: Print-ready mechanicals, hard proofing, asset trafficking
- Partnered cross-functionally with stakeholders across Project Management, E-Comm, CRM, Copy, Packaging, Licensing, Merchandising, Sales, and Product Design on seasonal launches, product strategy, and multi-channel brand initiatives.
- Maintained and evolved Brand and Photoshoot Guidelines to reflect changing market trends and customer needs while ensuring visual consistency and brand integrity.
- Oversaw budgets and vendor relationships for retouching, freelance talent, and licensing asset requests.
- Championed a collaborative, agile creative culture while pushing design systems forward in a fast-paced, high-volume environment.

Assistant Art Director | Van Heusen Brand | PVH Corp. | NYC | 2015 – 2018

- Supported creative leadership with layout, production, and creative direction for integrated marketing campaigns.
- Coordinated with merchandising and sales teams to deliver aligned, high-impact visuals across channels.

Senior Graphic Designer | Van Heusen and Arrow Brands | PVH Corp. | NYC | 2011 – 2015

- Designed seasonal marketing and showroom assets to support product launches and sales presentations, maintaining brand cohesion.
- Collaborated with cross-functional partners to support sales, product, and brand strategy.

Graphic Designer | Van Heusen, Arrow, Izod Brands | PVH Corp. | NYC | 2007 – 2011

- Developed print and promotional materials including POS, collateral, and showroom graphics for national retail campaigns.

Permalance Graphic Designer | Giorgio Armani Corp. | NYC | 2005 – 2007

- Designed visual assets for promotional events, advertising, and corporate materials.
- Contributed to high-visibility store displays and out-of-home campaigns.

EDUCATION

Pratt Institute of Art and Design | Brooklyn, NY

BFA with a concentration in Communications Design – Graphic Design | Graduated with Honors

CREATIVE & LEADERSHIP SKILLS

Creative Art Direction, Print Production, Color Proofing, Retouching Markups & Oversight, Video Post-Production Oversight, Campaign Development, Brand Guidelines, Packaging, Typography, Project & Budget Management, Team Management, Creative Operations & Workflow Design

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Bridge, Acrobat Pro), Microsoft Office, Bilingual: English & Spanish

REFERENCES AVAILABLE UPON REQUEST.