

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 established apparel and intimates brands with strong consumer recognition and nationwide presence. Detail-oriented project manager, creative leader, and visual problem solver with a proven ability to balance imaginative storytelling and strategic execution. With a foundation in Graphic Design from Pratt Institute, I bring deep expertise in team leadership, brand development, and cross-functional collaboration. Known for my adaptability, organization, and collaborative nature, I thrive in environments that value creativity, positive culture, and thoughtful leadership.

EXPERIENCE

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

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

- Directed all brand creative for Warners, Olga, and True & Co., overseeing campaign development, seasonal storytelling, and asset creation across digital and print.
- Led and managed a cross-functional creative team (Associate Art Director, Senior Graphic Designer, and Senior Production & Content Coordinator), ensuring brand consistency and executional excellence across omnichannel brand content.
- Collaborated with the VPs of Brand Marketing and Omni Media to define visual strategy and translate marketing objectives into compelling, 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.
- Oversaw end-to-end execution of seasonal campaigns and daily content across key channels:
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
- Partnered with project managers and cross-functional teams to align deliverables, launch calendars, and evolving brand guidelines.
- Maintained the visual integrity of 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
PVH Corp. | NYC | 2018 – 2023**

- Acted as lead creative for the Van Heusen, Warners and Olga brands within PVH's in-house marketing team, overseeing campaign development, seasonal storytelling, and visual execution across digital, print, packaging, and in-store channels.
- Partnered closely with VP Brand Creative and VP Creative Director to shape brand strategy, concept 360° 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/or partnered with 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 and assets across multiple channels:
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
- Collaborated cross-functionally with Project Management, E-Comm, CRM, Copy, Packaging, and Licensing teams to streamline timelines, workflows, and brand consistency.
- Maintained and evolved Brand and Photoshoot Guidelines to reflect changing market and customer needs.
- 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.

Freelance Graphic Designer | High Falls Hemp NY | Remote | Aug. 2020 – Oct. 2020

- Provided packaging and marketing design support for a wellness startup; aligned visuals with brand tone and regulatory requirements.

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 Brand | PVH Corp. | NYC | 2011 – 2015

- Designed seasonal marketing and showroom assets for Arrow and Van Heusen, 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.

Permalence 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.

Graphic Designer | MS2/R4 - Medical Strategies & Management Systems, Rapid Response Revenue Resources, Inc. | Providence, RI | 2004 – 2006

- Developed visual identities, business collateral, brochures, and presentations for both medical and financial services brands.
- Collaborated directly with founders on brand strategy and communications for startup and corporate audiences.

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, Campaign Development, Brand Guidelines, Packaging, Typography, Project & Budget Management, Team Management

TECHNICAL SKILLS

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

REFERENCES AVAILABLE UPON REQUEST.