

KKR — GLOBAL ATLANTIC

DESIGN CONSULTANT | MAR - JULY 2026

- Art direction, motion, and graphic design support across Global Atlantic's web, print, and social.
- Converted Global Atlantic's existing brand icon library into the new design system, building an AI agent to automate vector conversion and keep the illustration set consistent at scale.
- Built a data-visualization tool that renders raw multi-sheet data as interactive HTML, live SVG, and brand-compliant PNGs — any chart type, in brand fonts and colors.

FREELANCE

Clients across finance, CPG, hospitality, entertainment, academia, and culture

ART DIRECTOR, ILLUSTRATOR & VISUAL DESIGNER | 2022 - PRESENT

- Built identity and illustration systems for emerging and established organizations — logos, visual languages, and guidelines across digital and print (SHAFFR 2025, Lost Boys Po' Boys, About T:me Coffee).
- Created SHAFFR's 2026 Annual Conference creative: program cover, t-shirt and hat graphics, and an email refresh.
- Created vector illustration and motion for Campfire's Series A and Series B announcements, including illustrated portraits of keynote speakers for their "Finance Forward" event in SF.
- Directed social and digital campaigns for TerrAscend, including 4/20 and Black Friday tentpoles.

ANHEUSER-BUSCH INBEV, NYC

ART DIRECTOR, DRAFTLINE | 2020 - 2022

- Among the first hires at DraftLine, Anheuser-Busch's in-house agency — three years across Bud Light, Busch, and Natural Light, concentrated on limited-edition packaging illustration, custom lettering, and launch design.
- Illustrated and art directed limited-edition Bud Light packaging at national scale, the Super Bowl LV Tampa can (hand-illustrated ghost ship) and the Chiefs Super Bowl can (halftone footballs, Art Deco type).
- Defined the visual identity and launch system for Natural Light Vodka — initial content system, launch film, and PR shoot; art directed the '90s Throwback can release.

SENIOR GRAPHIC DESIGNER | 2019 - 2020

- Designed the Bud Light x Post Malone can and the Area 51 Special Edition can, concept through production.
- Designed and hand-lettered the Bud Light concert poster series for Lollapalooza, Governors Ball, and Firefly; co-designed the Blues Stanley Cup three-can commemorative pack, delivered in a single week.

LIVE NATION ENTERTAINMENT, NYC

ART DIRECTOR | 2017 - 2019

- Started my career at Live Nation's newly formed in-house agency in New York, building illustration, typography, and motion systems for sponsor programs across national festivals and concert series.
- Designed the identity and custom typeface for the Citi Sound Vault concert series in NYC, drawn from turn-of-the-century New York type and applied across venue marquees, building-scale banners, and Times Square OOH.
- Art directed and hand-animated motion graphics and neon illustration for Smirnoff's "Forever Party" at EDC Orlando, including photo-booth overlay artwork.
- Developed visual systems, illustration, and motion for national brand activations with Citibank, American Express, and Lay's.

EDUCATION

Miami Ad School, Miami & Atlanta — Certificate, Art Direction 2015 — 2017

Full Sail University, Orlando, FL — B.S., Film Studies 2012 — 2014

SKILLS & INTERESTS

- Vector illustration & icon systems; CPG & packaging illustration; custom typography and lettering
- Design systems, component and illustration libraries; brand guidelines and toolkits
- Figma; Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects); Affinity Suite
- Motion design for product and social (After Effects); AI-assisted concept development and workflow automation
- Hand illustration, character design, printmaking, screen printing, textiles; photography & videography