

EXPERIENCE

CONSULTANT

PRODUCT DESIGNER (UI/UX) • OCTOBER 2020 - PRESENT (4 YRS)

I am currently lead designer for the B2B retailer portal, developing and implementing new features while ensuring seamless user experiences that meet business objectives and customer needs.

I successfully led the redesign initiative for the B2C store locator, enhancing user navigation and improving customer engagement. I am well versed in the Agile framework, participating in sprint planning, daily stand-ups, and retrospectives to ensure efficient project delivery.

Prior to this, I led the complete redesign of desktop and mobile experiences for two distinct brands: an online jewelry rental marketplace and a Chinese language learning app. I partnered directly with stakeholders to reimagine and optimize user experiences, resulting in improved engagement and customer satisfaction. I also created cohesive brand identity systems, establishing visual guidelines and design languages that aligned with each client's unique market position.

COTY

GLOBAL CREATIVE DIRECTOR (LIFESTYLE FRAGRANCES) • OCTOBER 2016 - OCTOBER 2022 (6 YRS)

Working across 10 fragrance brands, I led and mentored a team of designers in overseeing packaging designs and campaigns across various marketing channels (print, digital, social, OOH) expanding efforts to UI/UX for brand sites and Amazon for increased brand presence. I partnered with marketing teams locally and globally to see package innovation from concept to market launch, managing relationships with photographers, stylists and retouchers.

ART DIRECTOR (FRAGRANCES) • JULY 2014 - OCTOBER 2016 (2 YRS)

Primary designer for celebrity and designer fragrances. I led design development across the entire product ecosystem: primary/secondary packaging, in-store displays, promotional materials, advertising, and seasonal gift sets. I collaborated with technical development teams throughout production process, including oversight of press runs and glass spraying operations. I directed photo shoots and managed the retouching process for global digital media and advertising campaigns.

JUNIOR ART DIRECTOR (FRAGRANCES) • OCTOBER 2008 - JULY 2014 (6 YRS)

Developed comprehensive nail polish and nail art product packaging systems, in-store displays, and global PR materials. Created promotional and educational materials for major beauty brands including Sally Hansen and Rimmel London. Developed in-store display units for Rimmel's national retail presence. Led creative direction of all print and cross-media materials for company's annual charity gala for three consecutive years.

EDUCATION

BRAINSTATION

CERTIFICATE UX DESIGN (2021)

SCHOOL OF VISUAL ARTS

BFA COMMUNICATION DESIGN (2005)

SKILLS AND KNOWLEDGE

FIGMA

USER TESTING

USER RESEARCH

ADOBE CC