

Results-driven Senior Creative Director with 20+ years of leadership driving multi-platform brand growth and cross-functional studio innovation across media and entertainment. Adept at blending data-informed visual storytelling with AI-accelerated workflows to engineer high-impact digital experiences and immersive omni-channel campaigns. Proven success optimizing hybrid Agile/Waterfall methodologies to maximize creative output and business impact.

Areas of Expertise

- Brand Development
- Design for Human Interaction, UI/UX
- Certified AI Professional
- Prototyping/Modeling
- Broadcast/Commercial Production
- Coaching/Mentoring

Achievements

- Orchestrated a comprehensive redesign of the critical 30-day user onboarding journey, driving a +670% lift in path completions for new users and an +18% increase in overall Customer Lifetime Value (LTV) at Publishers Clearing House (PCH).
- Led the end-to-end UX/UI strategy and prototyping for a portfolio of iOS and Android mobile applications, exceeding annual revenue targets by 50% in 2022 and achieving a +100% growth trajectory over a two-year period at PCH.
- Architected a high-profile, digital-first social campaign featuring country music artist Brad Paisley, capturing 100K net-new opt-ins and shattering historical user acquisition records at PCH.

Professional Experience

Media Marketing Contractor, March 2022 – Current

Comscore, Inc., New York, NY March 2025 – Jan 2026

FoodieCard, Remote, NY March 2022 – Jan 2025

Helping teams and businesses pioneer the intersection of human-centered design, brand ecosystems, and emerging technologies. Expert at translating complex technical capabilities into intuitive, emotionally resonant user experiences that amplify market positioning. A vocal champion of human-guided, ethical AI integration, dedicated to advancing industry-leading standards in AI safety, interface transparency, and data-driven creative models. Proven track record of operationalizing creative vision into scalable business value by steering high-performing, globally decentralized cross-functional teams.

- **Executive Vision and Stakeholder Alignment:** Partner with C-suite and senior stakeholders to architect long-term creative roadmaps and design strategies, transforming highly abstract concepts into unified brand systems, immersive digital experiences, and compelling multi-platform content that scales brand awareness.
- **Responsible AI and Data-Driven Strategy:** Spearhead the deployment of advanced, human-in-the-loop AI methodologies and predictive analytics to engineer next-generation marketing and media frameworks, accelerating asset velocity while maintaining strict data ethics and constitutional design principles.
- **Decentralized Team Operations and Growth:** Direct and scale globally distributed design squads and external agency partners, driving seamless cross-functional orchestration across Product, R&D, and Marketing to deploy high-impact, full-funnel campaigns that catalyze brand equity and customer engagement.

Senior Creative Director, September 2009 – July 2022

Publishers Clearing House, Jericho, NY

Dynamic, business-minded Senior Creative Director who maintained a proven track record of driving multi-platform brand growth across the media and entertainment landscape. Operated as an expert at orchestrating cross-functional studios to deliver high-velocity UX/UI design, interactive products, and immersive campaigns. Served as a visionary leader who blended data-informed digital strategy with visual storytelling to turn complex consumer touchpoints into engaging experiences, while steering multimillion-dollar budgets and high-performing creative cultures.

- **E-Commerce Design Modernization:** Directed the inaugural design evolution and UX strategy for the PCH subscription and auto-ship e-commerce business, establishing a scalable product framework engineered to secure a \$10–15M annual margin run rate within the next three years.
- **Gamified UX Innovation and Native App Growth:** Architected a novel "saga map" interface for the iOS mobile application, driving a 50% surge in user retention and a 15% lift in ARPDAU (Average Revenue Per Daily Active User); surpassed target projections by 35% in March, capturing \$1.2M in revenue to close out Q1 2022.
- **Flagship Digital Product Launch:** Spearheaded the end-to-end creative vision and interface design for the new PCH application ecosystem, positioning the digital product to generate \$5M in gross revenue during its first-year post-launch.
- **High-Profile Entertainment Partnerships:** Partnered with NASCAR driver Kyle Busch to design high-impact, cross-platform media assets targeted at a new core consumer demographic, accelerating user acquisition and securing a +54% increase in opt-in conversions.
- **Co-Branded Campaign Optimization:** Conceptualized and executed the design strategy for new co-branded sweepstakes experiences, doubling platform revenue from 2019 to 2020, and establishing a growth trajectory on track to double revenue metrics again in 2022.
- **Interactive Monetization and Lead-Gen Ecosystems:** Prototyped and launched a diverse suite of incentivized, vertical-driven design products—including survey lead-generation frameworks, ROKT streaming media integrations, influencer reward modules, and the PCH/Lucid research program—significantly enhancing premium lead quality and volume.

Previous Experience

Senior Creative Director, Accoona Corp. (Startup), Jersey City, NJ

Art Director, Gruner & Jahr, USA Publishing, New York, NY

Ecommerce Media Consultant / Interactive Designer, Novartis, MasterCard, Target, Procter & Gamble, New York, NY

Education

Master of Arts, Computer Design and Interactive Multimedia

Pratt Institute, Brooklyn, NY

Bachelor of Arts, Computer Graphic Design

University of New Haven, West Haven, CT

Professional Certifications

Google AI Professional Certification

Data-Driven Marketer Certification (CDDM/ANA)

Advanced Marketing Metrics, Analytics and Strategy Certifications (ANA)

- *Specialized Tracks:* Advanced Social Media Strategy, Mobile and Email Marketing Systems, Cross-Device Attribution, and Relationship Marketing.

Awards

Honored with **12 consecutive Publishers Clearing House CEO Recognition Awards**, reflecting sustained excellence in driving core business objectives and accelerating high-velocity revenue growth. This prestigious annual distinction recognizes impactful leadership in cross-functional talent mentorship, championing organizational compliance, and delivering top-tier operational standards