

**SUMMARY** An accomplished Director, with extensive creative experience in the beauty industry, leading teams and developing top talent to successfully drive global campaigns and innovative visual merchandising strategies that elevate brand value and deliver visually stunning results.

**SKILLS** Team Leadership | Talent Development | Creative Direction & Design | Project Management | Visual Merchandising | Global Campaigns | Creative Operations | Cultural Fluency | AI-Powered Design | Start-Up Agility | Vendor Relations | Planogram Development | Technical Oversight | 3D Display Design | Brand Awareness | Strategy Development

**EXPERIENCE** Shiseido Americas (Drunk Elephant)

**Director of Global Visual Merchandising** August 2019 - July 2025

- + Executed a scalable, end-to-end design strategy, ensuring brand consistency and visual excellence from concept through production across all global retail touchpoints.
- + Directed the rapid global rollout of visual merchandising across key markets, including China, EMEA, APAC, and the Americas, ensuring brand consistency at every touchpoint.
- + Directed and mentored a high-performing team of six-plus creative designers, with a demonstrated record of success in hiring, talent development, and inspiring team members.
- + Led cross-functional collaboration with global creative and marketing teams to develop powerful, consistent campaigns that exceeded company growth expectations across all markets.
- + Managed the Visual Merchandising program for global retailers, coordinating with marketing, production vendors, and creative teams to ensure deliverables are delivered on time, to specification, and within budget.
- + Responsible for developing comprehensive global campaign launch guidelines, providing a strategic vision and actionable plans for visual merchandising retail activations.
- + Demonstrated innovative merchandising experience within a fast-paced, high-growth, and high-volume environment.
- + Collaborated with international regional merchandising and marketing partners to deliver all visual assets, including planograms, key visuals, signage, 3D displays, pop-ups, special animations, windows, and events.

Drunk Elephant Skincare

**Designer, Global Visual Merchandising** June 2018 - August 2019

- + Designed, launched, and maintained an innovative Six-Shelf Linear Door at Sephora across the U.S. and Canada (shelf later recognized for its standout, disruptive design).
- + Partnered with the creative director and marketing team to deliver one of Sephora's leading visual concepts.
- + Led and managed design and execution of all print and 3D merchandising assets, including planograms, key visuals, animations, FOS tables, towers, endcaps, launchpads, windows, and events.
- + Collaborated with vendors to develop in-store displays, balancing sustainability, cost efficiency, and creative innovation.

## EXPERIENCE

2020 Exhibits

**Senior Graphic Designer** December 2014 -June 2018

- + Developed creative graphic solutions for trade shows, events, and branded environments, effectively ensuring alignment with client objectives and brand identity.
- + Collaborated with clients, teams, and vendors to deliver high-impact visuals.
- + Oversaw print production across substrates to include fabric, plexi, acrylic, vinyl, and metals.

## SOFTWARE

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Acrobat), Microsoft Office, AI-Powered Tools (Midjourney and DALL-E), Wrike Project Management, BOX Document Management System, IWD Retail Software, SketchUp, Logic Pro X

## EDUCATION

**Bachelor of Arts**

The University of Kansas