

**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** Bubble Skincare

**Global Visual Merchandising Design and Project Lead** *October 2025 - Present*

- + Global Brand Identity & Standards: Executes a scalable, end-to-end design strategy, ensuring brand consistency and visual excellence from concept through production across all global retail touchpoints.
- + Conceptualize and design visually stunning VM displays and fixtures, translating creative brand visions into high-impact retail environments for prestige and mass retailers including ULTA, Sephora, Target, Walmart, Boots, Shoppers Drug Mart, Real Canadian Superstore, KICKS, Matas, ETOS and more.
- + Lead the pitch process for new VM concepts, presenting designs to executive leadership and commercial teams to secure project approvals and alignment.
- + Direct vendor relationships and production coordination, overseeing the end-to-end manufacturing process from material selection to final delivery.
- + Execute value engineering to meet tight budget constraints, identifying cost-effective materials and construction methods that maintain premium aesthetics and structural integrity.
- + Champion installation efficiency by designing fixtures and graphics that prioritize sustainability, ease of installation, and long-term retail performance.
- + Cross-Functional Strategy: Orchestrate creative collaboration between Marketing, Supply Chain, and Creative teams to align in-store visual storytelling with digital campaigns and seasonal product launches.
- + Operational/Creative Project Management: Manage the end-to-end VM launch lifecycle, overseeing vendor production, budget adherence, and master project timelines to consistently achieve on time delivery. Manage complex logistics and rollout schedules, ensuring all fixtures and graphics are production-ready and arrive on-counter to meet critical retail launch dates.

Shiseido Americas (Drunk Elephant)

**Director, 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
- + Directed and mentored a high-performing team of 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 consistent campaigns that exceeded company growth expectations across all markets.
- + Managed the Visual Merchandising programs for global retailers, coordinating with marketing, vendors, and creative teams to ensure assets are delivered on time, to specification, and within budget.
- + Responsible for developing comprehensive global campaign launch guidelines, providing a

## EXPERIENCE

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.

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