

SUMMARY Accomplished creative with extensive experience in the beauty industry, producing visually stunning displays and environments for global retailers. Proven success driving creative operations, vendor relationships, international campaigns, structural concepts, and innovative visual merchandising strategies that elevate brand presence and deliver beautiful results.

SKILLS Global Visual Merchandising | Creative Operations | Graphic Design | Production Design | Project Management | Global Campaigns | Creative Problem Solving | Creative Direction | Vendor Relationships | Technical Oversight | 3D Display Design | Planogram Development | Brand Awareness | Strategy Development | Cross-Functional Collaboration

EXPERIENCE Bubble Skincare

Global Visual Merchandising and Project Lead

October 2025 - April 2026

- Executed a scalable, end-to-end design strategy, ensuring brand consistency and visual excellence from concept through production across all global retail touchpoints.
- Conceptualized and designed 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.
- Led the pitch process for new VM concepts, presenting designs to executive leadership and commercial teams to secure project approvals and alignment.
- Managed vendor relationships and production coordination, overseeing the end-to-end manufacturing process from material selection to final delivery.
- Worked with tight budget constraints, identifying cost-effective materials and construction methods that maintain premium aesthetics and structural integrity.
- Cross-Functional creative collaboration between Marketing, Supply Chain, and Creative teams to align in-store visual storytelling with new campaigns and seasonal product launches.
- Operational and creative project management of 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.

Drunk Elephant (Shiseido Americas)

Director, Global Visual Merchandising

August 2019 - July 2025

- Managed all 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.
- Directed the rapid global rollout of visual merchandising across key markets, including China, EMEA, APAC, and the Americas, ensuring brand consistency.
- Directed and supported a high-performing team of creative designers, with a demonstrated record of success in hiring and talent development.
- Led cross-functional collaboration with global creative and marketing teams to develop consistent campaigns that exceeded growth expectations across all markets.

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
Production 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

SOFTWARE Adobe Creative Suite (Illustrator, InDesign, Photoshop, Acrobat), Microsoft Office, AI-Powered Tools, Figma, Wrike Project Management, DropBox, Box, IWD Retail Software, SketchUp, Logic Pro X

EDUCATION Bachelor of Arts
The University of Kansas