

SUMMARY

Senior experiential and brand events leader with 13+ years translating brand values into meaningful physical and digital experiences at global scale. At Tiffany & Co., I own end-to-end production of brand events and activations—from concept development and spatial design through vendor management, on-site execution, and post-event measurement—across 250+ locations in 20 countries. Built Tiffany’s U.S. Open activation program from the ground up, growing viewership 10x and generating \$12.8M in sales. Background in spatial design and brand architecture, with deep expertise in developing event identities, experiential elements, and scalable processes that maintain creative quality as programs grow. Passionate about making complex ideas accessible and engaging through immersive, well-crafted experiences.

EXPERIENCE

Tiffany & Co, New York

Global Design Manager | Creative Strategy - Art, Store & Experiential

Jul 2022- Present

- **Brand Activation Events & Live Broadcast—** Built from the ground up: Conceived and launched Tiffany’s activation program—building the playbook, processes, and measurement framework from scratch. Led end-to-end production: concept development, creative direction, spatial design, vendor management, on-site execution, and post-event analysis. Grew viewership 10x, drove 95% increase in foot traffic (2023-2024), generated \$12.8M in sales, and increased CRM captures 3x (10,000+ in 2025). Budgets of \$15K-\$500K per activation. On site management & logistics for live sporting events and ceremonies.
- **Experiential Design & Spatial Storytelling:** Curated the in-store art program, designed feature rooms & brand focal elements for landmark and flagship stores. Developed compelling event identities and experiential elements that translated Tiffany’s values into immersive, on-brand physical experiences. Led concept rollout to 250+ stores in 20 countries.
- **Scalable Brand Systems & Event Toolkits:** Designed creative strategy and visual language for all in-store digital content across the global fleet - effectively building “brand experience in a box” templates and standards that maintained creative quality at scale. Produced 5-15 branded artworks annually with agency partners, deployed globally by store tier.
- **Agency & Vendor Partnerships:** Developed and managed relationships with external production agencies, animation studios, fabricators, and experiential design firms. Set clear briefs, oversaw production deliverables, and maintained quality and budget standards across all external partnerships.
- **Leadership & Stakeholder Management:** First hire on Tiffany’s Creative Strategy team, built during the LVMH acquisition to define the brand’s new experiential direction. Helped architect the team structure, wrote role descriptions, and trained talent; growing the department from one to eight across design, content, logistics and creative strategy. Panel discussions guest speaker for HBCU, leadership summits & early career summits.
- **Cross-Functional Collaboration & Mentorship:** Partner with marketing, store design, visual merchandising, production, and creative tech to define goals and make tradeoffs. Present and defend creative decisions to SVP, CMO and stakeholders. Manage and mentor a team of designers; sharing craft knowledge, improving practices, and fostering growth.

Bjarke Ingels Group (Architects), New York

Jan 2021 - Jun 2022

Global | Director of Visual Design

- Managed the firm’s visual language, art direction, imagery, and graphics across all global touchpoints.
- Created a visual training database with settings and templates for the global office, standardizing creative output.
- Led cross-functional discussions between offices to improve visual storytelling and brand consistency.
- Designed and initiated a DAM (Digital Asset Management) system for the global office.

Aug 2018 - Jan 2021

NYC | Visual Design & Production Manager

- Managed budget, schedule, and staffing for the visual department; led varying teams of up to 15 designers.
- Owned the firm’s visual language, imagery, digital archives, and graphics across global offices.
- Built 3D models, plans, elevations, sections, and animations for high-profile projects including Museum of Ice Cream, Audemars Piguet Museum, Google HQ, and the UN Floating City.
- Helped local offices find technical and visual solutions, improving consistency and output quality.

NYC | Junior Visualization Artist

Aug 2017 - Aug 2018

- Auhaus Architecture 2016
 - Architects without Frontiers 2015
- Buro Architects 2016
 - David Lawrence 2012-2014

EDUCATION & SKILLS

Monash University
Bachelor of Architectural Design
2012-2015

- Rhino 3D
 - 3ds Max
 - Substance
- Microsoft Office
 - Lumion
 - AfterEffects
- Grasshopper
 - Unreal Engine
 - Cinema4D
- Enscape
 - Twinmotion
 - Adobe Creative Suite
- Vray
 - AutoCAD
 - Figma