

Otherverse Object Dealer from 3033 acting as an Art Director in the year 2025.
 NYC based creative immersed in her own art experience.
 An out of the box thinker who draws inside the lines
 (usually).

07.2024 - PRESENT
 ART DIRECTOR
MAC COSMETICS
 NEW YORK, NY

- / I work with the Global Experience Director and various teams to pitch experiential campaigns to MAC's regional markets. As the Art Director, I develop activation ideas, craft 3D models, and render branded spatial environments.
- / Projects: Nykaaland in Mumbai India
 Global Toolkits: Studio Fix Powder Foundation launch 2025

2020 - PRESENT
 INDEPENDENT
HOTSUPPLY
 NEW YORK, NY

- / HOTSUPPLY is my creative alter-ego in the Otherverse - I live in this mindset and work to conceptualize new retail experiences with a focus on world and object building. My work flows in between the realms of digital and physical experiences. This body of work is to utilize 100% of my knowledge in one space, bridging my industrial design background with immersive retail experiences.
- / The trajectory of my career and life is to meet this future version of myself somewhere in the middle.
- / **XBOX Social Impact artist for Women's History Month, March 2023.**
 Reimagined the XBOX logo and developed artwork for XBOX across their user interface channels including, but not limited to: desktop, mobile, game console, video conference, clothing and user icons. Assets featured globally on XBOX, Youtube, Twitter, Microsoft, and Facebook.

01.2021 - 07.2023
 SR ART DIRECTOR
DENTSU CREATIVE
 NEW YORK, NY

- / Dentsu is a global lifestyle marketing agency founded in 1901 – comprised of pioneers and practitioners of entertainment and sports sponsorship, live events, retail marketing, and enterprise/b2b engagement.
- / My focus was experiential, I conceptualize and pitch to clients like: Nike, Meta, Sam's Club, American Eagle, Diageo (Johnnie Walker, Crown Royal, Ciroc, Smirnoff, Captain Morgan +).
- / As the Senior Art Director I collaborate with a team of designers and copywriters to conceptualize experiential assets for our clients, including but not limited to events, digital applications, retail experiences and visual identity.
- / **Smirnoff Blue Raspberry Lemonade, Summer 2023**
 "Blue Bodega" toured 8 different events in 4 different states. We collaborated with artist Kip Omolade to make custom slushie cups, give-aways and a mural. This experience was designed as a mobile popup to enhance an existing Citroen van asset. The production team had a 20x20 footprint for the built.

02.2019 - 06.2020
 PRODUCTION DESIGNER
SHOWFIELDS
 NEW YORK, NY

- / Onboarded as the first designer of a 16,000 sq ft experimental retail start-up. Together we launched 4 floors for a revolutionary brand-to-consumer concept store built that engages a sense of discovery through revolving experiences with brands and communities.
- / Collaborated with artists and >50 brand partners to tailor unique immersive activations, while working closely with the various as a team to modify the designs to create seamless retail integration.
- / Developed physical retail experiences for brands. Working within 4 month phrases from conception to installation, each floor is about 2,400 sq ft and individual spaces range from ~75 sq ft to 780 sq ft. Individual brand budget ranges from \$2k to \$45k.
- / Managed the schematic designs and produced every aspect of Showfields' internal brand assets. This included events, online and physical marketing graphics, packaging, environmental graphics and illustrations, external and internal wayfinding, CTA transactional graphics, production decks and on-site installation plan for external communication with fabricators.

01.2018 - 08.2018
 LEAD DESIGNER
TRADE-MARX SIGN & DISPLAY
 SEATTLE, WA

10.2017 - 01.2018
 DESIGNER
WAYPOINT SIGN CO.
 SEATTLE, WA

2013 - 2017
 BS INDUSTRIAL DESIGN
WESTERN WASHINGTON U.
 BELLINGHAM, WA

Graduating class of 10 students.
 Focused in consumer electronic and UX design.
 Senior capstone partnership with Microsoft Hololens.