
Bouldering Project • 2017 — 2022

EXPERIENCE

I was responsible for building the Bouldering Project brand from startup, through its growth to 10+ successful gyms operating across the country, to its sale to private equity. My work at the Bouldering Project was influential in pushing a new industry standard for branding & marketing in the climbing gym industry; I used environmental graphics, cohesive design systems, & a philosophy for strategic communications that tapped into popular culture. I led a nimble internal creative team that I paired with an outside agency to support the business & I developed meaningful connections with individuals in the climbing world to build authenticity for the brand. In tandem with leading the creative, I led brand-centered & content-based marketing strategies, that achieved lasting emotional connections to the Bouldering Project brand with thousands of people. The Bouldering Project became one of the most admired and widely recognized brands in the industry.

Senior Creative Director • Feb 2022 — Sep 2022

- Developed a communication strategy — including a rebranding campaign — for the acquisition of three new gyms on the East Coast
- Directed a marketing campaign in Salt Lake City which resulted in that new gym opening with over 1,000 new members

Creative Director • Feb 2017 — Feb 2022

- Designed & developed the entire Bouldering Project brand system & managed designers, photographers, videographers, and agencies
- Established the Bouldering Project brand voice & directed all communications across digital channels & physical spaces
- Developed & managed the Bouldering Project marketing strategy for outreach & retention of thousands of members in multiple cities

WebMD • 2003 — 2017

I was a Senior Designer at a startup in NYC called Medsite (acquired by WebMD) when digital pharmaceutical marketing was on the edge of traditional agency ad campaigns. I then art directed digital campaigns that required a convergence of user experience design & communicating brand story in order to be successful. I led teams of designers on projects for clients including Pfizer, Eli-Lilly, GlaxoSmithKline, Novo Nordisk, & Sanofi Aventis. I became the client facing creative leader for the Professional Promotion division of WebMD. I worked with the Strategic Sales Team & Group Account Directors to create dozens of campaigns targeted to doctors. I presented work to clients & collaborated with their Agencies Of Record to transform consumer facing brand assets into professional brand stories. In 2014 WebMD acquired a company in Seattle (Avado) that had IP to enable secure digital communication between consumers & doctors. I was brought on to create the user experience & lead the user interface design for the product & I was also responsible for designing WebMD brand standards into all aspects of the product design.

Associate Director, Product Design • Feb 2014 — Feb 2017

- Collaborated with the Chief Technology Officer to translate his vision into a functional product
- Designed the product user experience & user interface with a team of technologists
- Managed the front end developers responsible for building the product UI

Senior Manager, Creative Group • Mar 2010 — Feb 2014

- Client facing creative leader for the Professional Promotion team
- Presented Creative Group output to Senior Leadership quarterly
- Set the creative vision, defined best practices, & was responsible for all operations of the Creative Group

Art Director • Oct 2005 — Mar 2010

- Managed a team of designers & front end developers
- Directed the design — including the business requirements — of a new interactive eDetailing platform & a new platform for branded microsites
- Art directed multiple projects for top ten pharma clients

Senior Designer • Oct 2003 — Oct 2005

- Designed storyboards, interactive eDetailing programs, & branded microsites targeted to physicians for top-ten pharma clients

Outhouse Image Workspace • 2008 — 2014

In 2008 I relocated from New York City to Seattle & I retained my full time Art Director role at WebMD. Working on East Coast time — plus quarterly trips back to the office in NYC — & living on West Coast time allowed me to pursue creative passion projects. I started an independent design practice called Outhouse & worked with a number of clients.

Design Consultant & Creative Director • Apr 2008 — Feb 2014

- Design & Creative Direction for Bouldering Project, Sasquatch Music Festival, áMaurice Cellars, Juan Manuel Echavarría & others clients
- Designed a line of wallpaper which I sold through The Hermitage (now Loose.Parts)

Oberlin College • B.A., Anthropology. Studio Art. 1996 — 2000

EDUCATION

New York University • Studio Art & Anthropology. Spring 1999