

EXPERIENCE

Bull Stockwell Allen, San Francisco, CA

Associate Principal | Director of Brand + Marketing

March 2023 – Present

- Lead and design all aspects of brand expression across identity, communications, and culture. Direct design and tone for web, social media and print. Developed and implemented comprehensive brand standards and identity systems.
- Shape visual storytelling strategies for both firm-wide and project-specific initiatives.
- Serve as a senior leader, driving strategic initiatives, while managing & mentoring administrative and junior creative staff.
- Support studio-wide project flow and contribute to operational efficiency.

Skidmore, Owings & Merrill LLP, San Francisco, CA – Consultant Art Director

Jun 2013 - Feb 2023

- Drove creative direction of firm-wide and project specific presentation materials, including brochures, PowerPoint decks, project reports, boards, marketing collateral and award submissions.
- Partnered with design teams to establish graphic standards and implement new processes and design standards.
- Recruited, trained, and supervised junior graphic designers to support studio operations.

Freelance, San Francisco, CA – Creative Director

2007 - 2013

Clients included ORO Editions, City of Citrus Heights, and ADHR Consulting. Provided brand strategy, identity design, and marketing collateral for diverse clients. Oversaw design and execution of concept development, design development, and production for all initiatives.

Bontica, San Francisco, CA – Creative Director

Developed a comprehensive brand identity system for retail brand Bontica, overseeing design and execution across in-store materials, marketing collateral, stationery, signage, and packaging. Directed brand implementation across merchandising, packaging, and retail environments to ensure cohesive visual storytelling

EDUCATION & SKILLS

Rhode Island School of Design

BFA with Honors, Graphic Design

- Adobe Creative Suite, Miro, Canva, Microsoft Office, Wix, Google Suite, Wordpress
- Singaporean roots, global perspective, fluent in both spoken and written Mandarin

Marchfirst Inc, San Francisco, CA – Senior Designer

Collaborated with integrated marketing teams to design collateral, identity systems, newsletters, in-store materials, and packaging for Apple Computer Inc. Developed and presented design concepts; oversaw production from concept through launch. Designed and launched the first websites for PotteryBarn.com and Netflix.com.

Skidmore, Owings & Merrill, San Francisco, CA – Junior Designer