

I get hired when the product is good and the story is muddy. The work is to find the real story, build the system that keeps it consistent, and take the friction out of how creative gets made. I sit comfortably between executives, product marketing, sales and events, and I use AI where it removes real hours rather than where it looks impressive.

EXPERIENCE

COUCHBASE

CREATIVE DIRECTOR

2025 - Present

Hired mid-transition: a kickoff on the calendar, an identity half-refreshed, no shared process.

- Directed the theme, visual direction and story arc for the company kickoff **two weeks after starting**, and owned the keynote creative end to end: direction, graphics, layout, animation. Worked with the VP of Brand and the exec team so five leadership keynotes read as one narrative.
- Worked with our brand agency to define the company's **personality archetype**, then built the interim brand to speak in that voice while the full refresh was still in progress.
- Built an intake-to-archive process and launched Canva as a governed self-service tool so non-designers stopped adding to the queue.
- Built two internal AI tools people actually use: one reads every department's plan so creative priorities ladder to company goals, the other interviews a requester and drafts the brief. Requesters are not designers; asking them to write like one was the bottleneck.

Open: the brand it all runs on is still interim. I will not know whether the system really holds until the full refresh lands on top of it.

DELPHIX

CREATIVE DIRECTOR & BRAND STRATEGIST

2019 - 2024

A full rebrand, and a way to explain what the company did and why a buyer should care.

- Rebranded the company in **90 days with no agency**: logo, identity system, proprietary icon set and a marketecture language that made an abstract data product drawable. **300+ assets** at three times the previous pace.
- Built the **messaging framework with the CEO, CMO, VP of Product Marketing and VP of Brand**, anchored on a **buyer journey map** of the signals that actually moved buyers rather than internal preference. That became the north star for positioning, and was part of moving sales cycles from about **12 months to 3**.
- Shipped a self-service design system that cut creative tickets **60%**, with an architecture toolkit so engineers and sellers could draw compliant diagrams themselves.
- Drove executive and investor storytelling into the **Perforce acquisition**, turning product and financial narratives into material leadership could present cold.
- Led the only marketing team to reach **100% eNPS with zero churn over five years**.

SUSTAINABLEIT.ORG

CREATIVE DIRECTOR & BRAND STRATEGIST

2019 - 2024 · alongside Delphix

Ran in parallel with Delphix for five years. A new organization asking technology executives to take sustainability seriously, with no brand and a mission that could have read as greenwashing.

- Built the identity from zero: logo, palette, photography direction, presentation system and collateral, plus the tone and messaging that made it credible to a CIO audience.
- Designed the **IMPACT Award trophy** through seven physical studies, resolving nature and manufacture into one form, and built the awards identity across Europe and the US with field kits that let regional teams run the event without central production.

DRUVA

CREATIVE LEAD

2015 - 2019

- Aligned creative for two investor deck cycles in **under three weeks each**, bringing product, finance and leadership narratives together for a raise that closed at **\$80M Series D**.
- Part of the **brand repositioning team**: reset the narrative and how the company told its story, defined a new tone of voice, and rebuilt the L100 and sales decks end to end with an external agency.
- Directed a **diamond-sponsored AWS re:Invent booth** on the theme *Moving a Mountain of Data*: cast the World's Strongest Man for autograph sessions, plus a virtual mountain-climb game where points earned swag.

WHAT I DO

Brand strategy & positioning

Creative direction

Design systems
& governance

Design operations & scaling

Executive &
investor storytellingEnterprise
campaigns & eventsTeam leadership,
AI-forward practice

AWARDS

SUMMIT AWARD

Delphix. Highest individual honor, given to one employee every two years. First recipient from Marketing.

APEX AWARD

For launching a company-wide brand narrative with unusual speed and precision.

EDUCATION

BA, Design
& CommunicationLimkokwing University
of Creative Technology

AA, Digital Media

Full Sail University