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Profile

Creative Director with 10+ years leading high-performing teams across video, interactive, and experiential campaigns—especially in healthcare. A hands-on designer and creative technologist, I bring a forward-thinking approach to AI-powered workflows, AR/VR media, and immersive storytelling. Known for blending strategy with craft, I help organizations scale creative impact through rapid prototyping, automation, and emerging technologies.

Core Strengths

- Creative team leadership across video, web, motion, print, packaging and events
- Deep experience in the healthcare space
- Proactive, client-centric mindset
- AI-powered design workflows

- Strategic campaign development aligned to business and performance goals
- Custom interactive work for touchscreens and unique stand-alone web experiences
- Immersive content creation across AR, VR, and 3D

Professional Experience

Optum/UHG – Creative Director

Minneapolis, MN | 2013 – Present

- Led creative for the launch of the Optum AI Marketplace, the company's major foray into healthcare AI
- Directed a 9-person team supporting Optum Insight, a $19B B2B business unit
- Created unified storytelling across Brand, Web, Events, Social, and Marketing
- Designed immersive, location-inspired experiences for Altus incentive trips (Greece, Mexico, Sonoma Valley)
- Advocated for AI-powered design innovation, building proof-of-concept workflows
- Partnered with cross-functional brand teams for major event work, including THE PLAYERS Championship

Edina Realty – Web and UX Designer

Minneapolis, MN | 2012 – 2013

- Evolved EdinaRealty.com through incremental UX and design improvements, strengthening brand alignment
- Partnered with outside agency in the development of a customer real estate app for mobile devices and tablets

Optum Insight – Senior Manager of Interactive Design

Minneapolis, MN | 2011 – 2012

- Directed a team of interactive designers building web and motion assets across Optum platforms
- Created visually engaging, on-brand landing pages for major internal and external events

ADC Telecommunications – Lead Corporate Designer / Principal Designer

Global B2B telcom company (acquired by TE Connectivity), where I helped modernize brand systems and develop award-winning direct mail campaigns.

Minneapolis, MN | 1997 – 2011

- Developed global brand guidelines adopted across North America, Europe, and Asia
- Received U.S. patent for the design of a unique dimensional direct mail and packaging solution
- Collaborated on visual redesign of adc.com with UX and web engineering teams

Tools and Platforms (Each group listed by frequency of use)

AI & Emerging Tech

ChatGPT 4o, Claude 4, Grok 3, Veo (2–3), Runway Gen-4, Sora, LumaLabs Dream Machine, MidJourney, DALL·E, Topaz Video AI, Gigapixel AI, ElevenLabs, Suno

Design & Creative

Adobe InDesign, Photoshop, Illustrator

Video & Motion

Adobe After Effects, Animate, Premiere Pro, Media Encoder, Audition
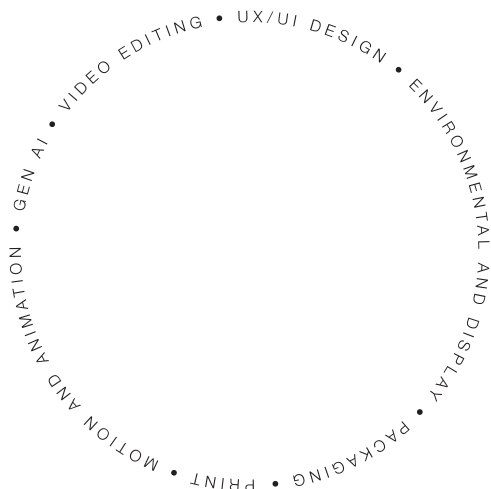
Web, Code & UX

Figma, Visual Studio Code (HTML/CSS/JS), Locofy, GitHub, Google Analytics, Fully Kiosk Browser

3D & AR

Adobe Dimension, Adobe Aero (beta), Blender, ZapWorks Studio

Workflow & Collaboration

Outlook, Teams, Workfront, Box, OneNote, Whimsical, Word, PowerPoint

GEN AI • VIDEO EDITING • UX/UI DESIGN • ENVIRONMENTAL AND DISPLAY PACKAGING • PRINT • MOTION AND ANIMATION •

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