

**I'm an IMMERSIVE EXPERIENCE ARCHITECT**

I specialize in creating BRANDED EXPERIENCES in both DIGITAL + PHYSICAL ENVIRONMENTS, synthesizing VISUAL STORYTELLING + DIGITAL TECHNOLOGY.

Working at the intersection of design and technology, I am most interested in BUILDING THINGS: BETTER EXPERIENCES, BETTER PRODUCTS + BETTER COMPANIES.

I've created experiences and moved audiences and users for leading brands in ENTERTAINMENT, MEDIA, TECHNOLOGY, RETAIL, HOSPITALITY, CULTURE, SPORTS + HEALTHCARE, including THE ACADEMY AWARDS, THE COSMOPOLITAN OF LAS VEGAS and ABC DISNEY'S TIME SQUARE STUDIOS.

---

**experience // Comcast / NBC Universal // New York, NY // Senior Creative Lead 2019 - Present**

- + Team Lead responsible for development of Xfinity's Virtual Assistant
- + Customer Experience Design, Strategy, UI / UX, Interactive Design, 3D Animation and Motion Graphics

**Houses In Motion // New York, NY // Creative Director 2016 - 2019**

- + Creative Direction, Strategy and Design for Virtual Reality (VR), Brand Activations, Retail Pop-ups, Installations, Exhibits and Environments
- + 3D Design, Animation, Visualization and Motion Graphics Production

**Bjönd // New York, NY // Co-Founder | Creative Director 2012 - 2016**

- + Created and implemented marketing strategy
- + Designed corporate and product brand identity
- + Designed functional requirements for a cloud-based workflow automation + decision support platform
- + Led User Experience (UX) and User Interface (UI) design for a 12-person agile development team
- + Developed a suite of products that allows healthcare managers and patients, along with family members, doctors and social supporters, to collaborate in order to get or keep patients healthy, which was proven in a successful pilot program

**IOMEDIA // New York, NY // Creative Director, Senior 3D Designer 2001 - 2011**

- + Led design and production of narrative-driven interactive experiences for a wide range of large-scale entertainment, retail, hospitality, cultural, institutional, residential, healthcare, sports and experiential projects
- + Transitioned the company from a boutique 3D animation studio with a focus on architecture, to a full-service digital creative agency
- + Created and led embedded design and production teams at multiple clients, growing staff from 5 to 50
- + Led company into 3 distinct new verticals
- + Generated a 10x increase in revenues
- + Oversaw creative direction, production and business development
- + Provided company and studio leadership and client management

**education // New York University // Center for Advanced Digital Applications**

Advanced 3d Animation

**Carnegie Mellon University // Bachelor of Architecture**

Minor in Business Administration and Marketing

**Phillips Exeter Academy //**

Graduated with Honors

**projects //**

FILA VR POP-UP AND INSTAGRAM CAMPAIGN  
BJÖNDHEALTH CARE MANAGEMENT PLATFORM  
TICKETMASTER / LIVE NATION VIRTUAL VENUE  
CARDINAL HEALTH SUPPLY CHAIN STRATEGY  
81ST AND 82ND ANNUAL ACADEMY AWARDS  
VIACOM INTERACTIVE LOBBY EXPERIENCE  
ABC DISNEY TIMES SQUARE STUDIOS  
THE COSMOPOLITAN OF LAS VEGAS  
CONEY ISLAND REDEVELOPMENT  
DOLBY THEATER HOLLYWOOD  
THE NEW YANKEES STADIUM  
MTV \$2BILL CONCERT SERIES  
JET BLUE TERMINAL 5 JFK  
ART OF THE MOTORCYCLE  
WORLD OF COCA-COLA  
THE WALT DISNEY MUSEUM  
NOBU RESTAURANTS AND HOTELS

**clients //**

Disney / ABC / Viacom / MTV / ESPN / FILA / Knoll  
SAP / Cardinal Health / Novartis / Pfizer / Cognizant /  
Ticketmaster / Madison Square Garden / The New York Yankees /  
The William Jefferson Clinton Foundation / Simon Wiesenthal Center /  
RadicalMedia / Ralph Appelbaum Associates / Jack Rouse Associates /  
Las Vegas Sands Corporation / MGM Resorts International /  
NYC Economic Development Corp / Related Companies /  
AECOM / Avro|KO / Gehry Partners / Gensler / HOK / Kohn Pedersen Fox /  
Perkins + Will / Polshek Partnership / Rafael Viñoly / Rockwellgroup / SOM

**skillset //****CREATIVE LEADERSHIP**

Studio Leadership  
Creative / Art Direction  
Brand Design + Marketing  
UI / UX / Interactive Design

**STRATEGY**

Experience Design  
Creative Strategy  
Brand Strategy  
Digital Strategy

**ENVIRONMENTS**

Architecture  
Interior Design  
Exhibition Design  
Digital Installations

**DIGITAL PRODUCTION**

3D Animation / VR / Motion Graphics  
Digital Finishing + Compositing  
Video Production (Location, Greenscreen, Helicopter)  
Video + Audio Editing / Sound Design

**software //**

Adobe Photoshop, AfterEffects, Illustrator, Premiere and InDesign  
Autodesk Maya, 3D Studio Max, Softimage, and AutoCAD  
Cinema4D, Unreal Engine, Unity3D, Sketch, Final Cut PRO, AVID ProTools, Ableton LIVE