



**Design Director—Product, Data, Editorial, & Brand**  
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Design leader with 15+ years of experience building and leading multidisciplinary teams across product design, data visualization, editorial design, and brand systems. Known for translating complex quantitative and qualitative information into clear, compelling, and scalable visual experiences for global audiences. Former Head of Design with experience spanning financial institutions and data-driven organizations, bringing deep expertise in design systems, content platforms, and cross-functional collaboration with product, engineering, research, and executive leadership.

#### CORE EXPERTISE

Design Leadership & Team Development  
Product Design (ux/ui)  
Data Visualization & Information Design  
Editorial Design & Content Systems  
Design Systems & Visual Identity  
Cross-Functional Collaboration  
Stakeholder & Executive Communication  
Design Operations & Production  
Web Platforms & Content Systems

#### SELECTED RECOGNITION

Multiple Silver and Bronze awards (10+) from Indigo Design Awards (2020–2024)

Recognized work includes Economic Insights and Consumer Finance Institute branding

Featured on For Print Only design blog (2012)

#### TEACHING & PROFESSIONAL ACTIVITY

Visiting Critic  
University of the Arts, Philadelphia (2019)  
Graphic Design Program · Visualizing Information  
Member, AIGA (Chicago & Philadelphia chapters)

#### EDUCATION

University of the Arts — Philadelphia, PA  
BFA, Graphic Design  
Presidential Scholarship · Dean's List · Senior Degree Project Citation

#### TOOLS & PLATFORMS

Adobe Creative Cloud  
Figma, FigJam  
Google Analytics, WebTrends  
Microsoft Office, Google Workspace  
Sitecore (Certified), Wordpress

#### PROFESSIONAL EXPERIENCE

##### **Federal Reserve Bank of Philadelphia — Philadelphia, PA** DATA VISUALIZATION MANAGER | OCT 2016–OCT 2023

Founded and led the Data Visualization team within the Economic Research Department, establishing design as a strategic capability across digital products, publications, and public-facing research.

###### LEADERSHIP & STRATEGY

- Built and led a dedicated data visualization and design team, creating a center of excellence adopted across the Bank.
- Partnered with department leadership to define roadmaps, priorities, and release strategies for high-visibility research products.
- Chaired the Department Web Committee, overseeing design direction, content strategy, and governance for the department's web presence.
- Served on the Working Paper Series management committee, influencing standards, accessibility, and presentation of academic research.

###### PRODUCT, UX & DATA DESIGN

- Led design and development of interactive, data-driven applications that introduced new capabilities later adopted by other Bank teams.
- Architected and launched the Consumer Finance Institute (CFI) website section, from research and information architecture through design and delivery.
- Designed interactive data displays and standardized visualization patterns used across departmental products and publications.
- Created a public-facing COVID-19 data product used to inform monetary policy discussions and external audiences.

###### BRANDING & EDITORIAL DESIGN

- Unified and elevated the visual identity across departmental publications and digital products.
- Led a complete redesign of Economic Insights, the Bank's flagship publication, improving clarity, accessibility, and audience engagement.
- Directed editorial design across Economic Insights, Research Briefs, and Working Papers, including layout systems, covers, charts, maps, and illustration.
- Collaborated closely with economists and authors to translate complex research into clear, engaging visual narratives for non-academic audiences.

###### RESEARCH, MEASUREMENT & OPTIMIZATION

- Conducted ux research and stakeholder interviews to identify user needs and improve product effectiveness.
- Used analytics (Google Analytics, WebTrends) to assess engagement and inform leadership on content performance and opportunities.

##### **Independent Design & Advisory Work**

###### DESIGN DIRECTOR / CONSULTANT | OCT 2023 – PRESENT

- Designed and developed a brand identity system for a Washington, DC-based nonprofit startup focused on training journalists, lawyers, and regulators to investigate corruption and financial crime, spanning visual identity, templates, and foundational brand assets.
- Provided design advisory and consulting support for early-stage and small businesses, alongside commissioned editorial and print projects including event posters and long-form publications.
- Led research-driven design work and self-initiated projects, translating complex historical, genealogical, and property research into structured, book-format deliverables and maintaining an active independent creative practice.

##### **Euromonitor International — Chicago, IL** HEAD OF DESIGN | SEP 2015 – SEP 2016

Led global design across product, data visualization, marketing, and corporate communications for a multinational research organization.

- Managed and mentored a distributed team of designers, developers, and ux researchers.
- Oversaw company and product branding, ux/ui design, and data visualization strategy.
- Directed design for interactive dashboards and data-driven products used by global clients.
- Partnered with senior leadership to align design initiatives with business, sales, & marketing priorities.
- Led production of syndicated and bespoke data visualization content at scale.

###### EARLIER ROLES AT EUROMONITOR

**Design Lead (2014–2015):** Expanded team, refreshed company brand, redesigned dashboards, and led high-value presentations and bespoke client work.

**Senior Designer (2012–2014):** Led small teams, produced 700–800 datographics annually, and refreshed product dashboards.

**Senior Graphic Designer ← Graphic Designer (2009–2012):** Built foundational branding systems, templates, and content for print and web.