

BIO

- + Broad design experience spanning fashion, interior design, photo/editorial production, and creative direction
- + Delivered seasonal designs from concept innovation through product delivery
- + Led research and concept development of seasonal design direction concepts; color stories, mood/ rig creation

WORK

THE NORTH FACE | VF Corporation

Global Creative Concept Designer, Performance | April 2024 – Present

Set global creative concept direction across color, print, graphics, apparel, equipment, and footwear, shaping seasonal brand vision for all regions.

Partner with Merchandising and Marketing to align product priorities, athlete initiatives, and key brand narratives—driving the development of seasonal concept capsules grounded in trend analytics, consumer insights, and cultural relevance.

Lead and mentor cross-functional capsule teams, improving collaborative efficiency and strengthening alignment from concept through execution.

Engage directly with TNF Athletes to validate direction, ensuring concepts authentically reflect sport culture, language, and community resonance—expanding reach across diverse consumer groups.

Oversee prototype strategy, elevating silhouette, materials, and color direction to influence downstream product creation and strengthen long-term design DNA.

Deliver high-impact conceptual assets, including digital/physical books and immersive concept store environments presented globally at Creative Kick Off, accelerating alignment across all product and marketing teams.

Designer, Performance | June 2023 – April 2024

Led performance apparel design for technical outdoor categories, improving quality and functionality across multiple seasonal lines.

Produced comprehensive tech packs—including flats, trims, patterns, and construction specs—reducing revisions and improving cross-team workflow accuracy.

Designer, Activewear | October 2022 – June 2023

Designed full activewear collections, managing timelines and ensuring delivery alignment across design, development, and merchandising.

Drove early-season strategy by delivering research, color direction, and concept narratives that informed line architecture and elevated seasonal storytelling.

NIKE FLEX/ETW

Contract: Digital Library Curator NXT AC3 | May 22 -

Drive virtual 3D material creation for apparel design creation.

Develop expertise across state-of-the-art 3D design and material rendering software platforms.

Establish workflow processes standards that utilize the industries leading innovation technology tools and resources. NXT Innovation AC3 Apparel Concept Creation Team

FREELANCE

Creative Production Manager | August 14 - September 19

Summit68: Oath/AOL (Best Bites), Vox, Mail Chimp

Again New York: General Electric, Marrie Hell, Court 16

Refinery29: Nixon, Six02, Levi's, Neiman Marcus

Other Clients: Beau Brooklyn, Blundstone, La Prairie, Local Ocean Conservancy, Planning To Wealth, Ponytail Journal, Public Supply, She Fighter, Suicoke, The Matalai Foundation, This Is Range, W'Menswear

KATAMA

Head Menswear Designer | August 14 - March 17

Lead designer and PD manager for knits, wovens, rough wear, swim

THE LINE

Creative Production Manager | May 12 - May 14

Studio e-commerce and pm of fashion, home, and beauty retail

RESTORATION HARDWARE

Creative Production Manager | June 11 - April 12

Concept ideation, design development, and creative direction for concept; homegoods

POLO RALPH LAUREN

Assistant Designer | August 08 - May 11

Assistant designer: activewear, swimwear, and special programs. T

EDUCATION

MS: SPROTS PRODUCT DESIGN, University of Oregon | September 19 - May 21

BS: FASHION DESIGN + MERCHANDISING MGT., Virginia Tech | August 04 - June 07

CONTINUING EDUCATION: FASHION DESIGN, American Intercontinental University | August 08 - December 08

INTENSIVE STUDIES PROGRAM: FASHION DESIGN, Parsons - The New School | June 05 - September 05

PROFIENCY

Software: Clo, Rhino, Fusion 360, Substance Designer, Grasshopper

Creative Cloud Adobe Software: Illustrator, Photoshop, Indesign, Lightroom, Bridge

Workflow platforms: Asana, Base Camp, Microsoft Teams, Monday, Slack