

Professional Summary

Multi-disciplinary designer with 13+ years leading branded environments, wayfinding, and experiential graphics for Fortune 500 & transportation clients including Amtrak, Estée Lauder Companies, and Loews Hotels. Combines creative direction with technical mastery—ADA/DOTAS compliance, construction documentation, large-format production, and project lifecycle control. Certified Construction Manager (CCM) skilled in uniting design, engineering, and operations to deliver scalable brand systems across national portfolios.

Core Strengths: Environmental & Experiential Design, Wayfinding & ADA Compliance, Brand Management, Project & Vendor Management, Construction Management, Cross-Functional Leadership, Adobe Creative Suite, Spatial Design, Client Relations

Professional Experience

Amtrak — Environmental Signage Graphic Designer, Philadelphia, PA | 2023 – 2025

- Lead national signage modernization initiative spanning 500+ stations.
- Develop and standardize ADA-compliant wayfinding and branding manuals adopted enterprise-wide.
- Direct cross-disciplinary teams through concept-to-installation, aligning design intent with fabrication and construction.
- Manage vendor sourcing, digital asset libraries, and compliance integration saving 15% in re-fabrication costs.

BoConcept — Interior Designer, Princeton, NJ | 2023 – 2024

- Delivered client-driven residential & commercial interiors increasing average project value by 18%.
- Created layouts/renderings using AutoCAD & Maticad; managed budgets ≈ \$100K+.
- Strengthened client retention via CRM (Salesforce) and post-install satisfaction tracking.

Floor & Decor — Senior Designer, Atlanta, GA | 2022 – 2023

- Owned full-cycle design for multi-site residential and commercial clients.
- Directed visual-merchandising rollouts and procurement pipelines across 25 stores.
- Streamlined design-to-installation workflow, cutting turnaround time by 30%.

ADBO Management — Principal Design Manager, Philadelphia, PA | 2020 – 2021

- Design-build studio delivering integrated construction & brand environments.
- Oversaw design-build budgets to \$500K+, from concept through site completion.
- Implemented an integrated design and cost-control systems based on local/national data improving gross margin by 22%.

Williams Lea Tag — Sr Graphic & Production Designer, New York, NY | 2018 – 2020

- Led global creative production for Estée Lauder Brands (La Mer, MAC, Tom Ford Beauty, Clinique, Two Faced Bobbi Brown, etc).
- Managed multi-channel product campaigns (print / digital / VM & Retail) across global markets.
- Introduced new pre-press QC process reducing reprints by 25%. Increased overall production by 32%.

Earlier Experience (2012 – 2018):

- Estée Lauder Companies: La Mer, Clinique, MAC, — Graphic & Production Designer (2017 – 2018)
- USA Today / Gannett — Graphic & Production Designer (2017 – 2018)
- Macy's — Visual Merchandise Graphic & Production Designer (2018)
- Fresh — Graphic & Production Designer (2017 – 2018)
- Lynch Exhibits — Graphic & Production Designer (2017)
- Loews Hotels & Resorts — Graphic Production Designer (2016 – 2017)
- FASTSIGNS — Sr. Graphic Designer & Production Specialist (2012 – 2015)

Education & Credentials

- Temple University – Certification, Construction Management (2024)
- Delaware College of Art & Design – A.F.A. Graphic Design (2012)
- Burlington County Institute of Tech – Printing & Graphic Communications Tech (2010)

Selected Achievements

- Directed signage modernization influencing 50M+ annual Amtrak passengers.
- Produced nationwide hospitality branding (Loews Hotels) recognized for employee engagement excellence.
- Delivered integrated creative-to-construction pipelines for multi-site retail programs reducing install defects >20%.
- Designed and implemented 400+ ADA/DOTAS-compliant sign types for rail and commercial facilities.

Technical Toolkit

Adobe Creative Suite, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, AutoCAD, SketchUp, Maticad, Salesforce, CRM/CSR, Microsoft Office, Wide-Format Production & Pre-Press, CAD/CAM, Construction Docs (Bid Sets / As-Builts)