

Award-winning design leader with a strong background in developing high-performance teams through strategic design direction, thoughtful craftsmanship, and a creative, collaborative, experimental mindset.

Selected accomplishments

Design Director → TwoTwenty

Pinterest, San Francisco, CA

2021—

- **Exploring new products and technologies** to identify opportunities where inspiration meets live, social, and commerce spaces.

Head of Design

Airtime, San Francisco, CA

2018—2020

- **Established, developed and directed the Product & Brand Design teams**, from a single designer to 20 designers, researchers, strategists, including director level roles across iOS, Android, Web, TVOS, Brand, and Marketing.
- **Established Airtime's User Research function**, which led to significant improvements in Airtime's efficiency in validating hypotheses and identifying major opportunities in the social space.
- **Shipped roadmaps** that led to **5x improvements in Growth and Engagement**, including the first of its kind Social TV experience.

Creative Director

Institute of Advanced Architecture of Catalunya

2016—2018

- **Developed curriculum, programme and lectured MA students on Interactive Application Design and Design For Emergent Futures**, helping students secure positions at renowned European research labs.
- **Taught design, data literacy & visualization** to communities affected by air and noise pollution and guided turning that data into actionable campaigns, **securing national press coverage and policy change**
- **Advised the European Commission** on policy framing for the Blockchain, Citizen Engagement and Data Rights

Creative Director

Stink Studios

2011—2015

- Developed, pitched, and won key clients and partnerships that **catalyzed the explosive growth of Stink Studios** from a studio with 7 people in London, to ~150 employees in offices across the world in London, Paris, New York, Berlin, and Los Angeles.
- **Established a lean and effective hiring strategy** for designers that nurtured talent into an award-winning creative team.
- Designed and directed best-in-class work, **winning +75 of the premier accolades of the design and advertising industry**, including Gold Cannes Lions and D&AD Pencils.

Awards

- 1 Cannes Grand Prix
- 8 Cannes Gold Lions
- 9 Cannes Silver Lions
- 12 Cannes Bronze Lions
- 6 D&AD Pencils
- 4 FWA Cutting Edge Award
- 41 FWA Site of the Day
- 3 FWA Site of the Month
- 6 FWA Mobile Site of the Day
- 1 App Store App of The Day
- 2 Webby

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Honors

Black Pencil Judge

D&AD

Digital Innovation Panel

D&AD

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Academic Appointments

Course Leader

MA Design Futures

Instituto Europeo di Design

2016—2018

Tutor

MA Application Design

Instituto Europeo di Design

2016—2018

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Education

Falmouth College of Arts

BA(Hons) Graphic Design

2007

Portfolio details & references
upon request