

Overview

Accomplished creative executive who designs for strategy, product development and marketing. I help to take concepts and turn them into approachable experiences. I lead efforts and teams to transform ideas into scalable, marketable products.

- 21 Years of Design Leadership
- UI/UX, Branding, Marketing, Strategy
- Automotive Industry Focus
- Cultural and Arts Industry Experience
- B. Arch Lawrence Tech University

Work History

2 Years • Rocket Auto - Detroit, MI | Apr 2020 - Present **VP Marketing, Sr. Director Product Design**

- I lead design for automotive marketplace RocketAuto.com.
- Responsible for branding and messaging for the entire Rocket Auto product.

5 Years • Detroit Trading Co. - Birmingham, MI | Mar 2015 - Apr 2020 **Chief Creative Officer**

- Directed creative strategy, production at auto lead gen company, contributing to growth of revenue: from \$15MM to \$35MM.
- Led design and strategy for [Car.Show](#), an exciting, new way to shop for cars across brands online and in-person.
- Directed design for clients including: General Motors, Time Inc, and Discovery (Motor Trend, Automobile Mag, and more).

4 Years • LeftBank Creative - Detroit, MI | May 2011 - Mar 2015 **Founder, Creative Director**

- **National launch design of Think EV** electric cars; digital media, lead generation, and design, development of retail stores.
- Design of **Ford Retail First dealer CRM** and the media buying digital platform Base Media.
- Brand development, design and marketing for many organizations & festivals in Detroit including: [Dlectricity](#), [The Detroit Design Festival](#), [Kresge Arts In Detroit](#), [ArtX Detroit Art Prize](#), and The Applebaum Family Foundation.
- Strategy and design for complex information and public policy campaigns for [ArtServe](#) and Detroit Creative Corridor Center.

2 Years • A Few Good Marketers - Detroit, MI | Jan 2009 - May 2011 **Co-Founder, Creative Director**

- Designed new products and ran trade-shows for a direct marketing firm, contributing to 10% growth in revenues in 3 months.
- **Brand development, launch strategy** for Detroit Creative Corridor Center (DC3), a key contributor to the revitalization of Detroit's creative economy (2,300 jobs). Work included branding, design, and business strategy.

4 Years • MotorAlley - Bloomfield Hills, MI | Apr 2005 - Jan 2009 **VP, Creative Director**

- Raised initial \$7.5MM in capital with partners and designed marketing platform MotorAlley.com to assist auto shoppers.
- Developed go-to-market strategy: Industry advertising and 4 large trade-shows with a combined budget of \$800,000.
- Collaborated with sales on training and coaching, visiting an estimated 30 dealerships nationwide within a 6-month period.

4 Years • Car.Com - Troy, MI | Apr 2001 - Apr 2005 **Creative Director**

- Led team to design and develop the first car.com website, which was subsequently purchased by Autobytel, for \$55MM.

Technical Skills

- Adobe creative suite including Illustrator, Adobe XD
- Figma, Sketch, Zeplin, Invision, Anima, HTML, and CSS
- Google and MS office product suite
- Sketchup 3D modeling

Portfolio Category Links

- [Architecture & 3D Modeling](#)
- [Branding & Marketing](#)
- [Digital UI & UX](#)
- [Strategy](#)