

Overview

I'm a digital and brand strategist with a background in research, writing, and design. Throughout my career, I've been immersed in design thinking, from research and exploration to execution and deployment to conduct research, define audience segments, creative exploration, information architecture, wireframes, UX flows, and more for brands like Nike, T-Mobile, Netgear, and Amazon.

JAN 2024 → PRESENT

Senior Strategist at Basic/Dept

A global brand and experience design company.

My day-to-day includes discovery, research, briefing, workshoping, journeymapping, and wireframing as well as creative ideation, writing, and presenting the team's work to clients.

The team — I work in a cross-functional cohort of twenty collaborators, including 4 directors, 6 strategists, 6 designers, 2 writers, and 2 producers.

SELECTED PROJECTS

AT&T — digital transformation, including:

- Audience and user research
- Journeymapping and analysis
- Competitive benchmarks
- Digital and brand design
- Development roadmaps

Internal — I contribute to new business pitches as a strategy representative as well as culture initiatives, company playlists, etc.

DEC 2022 → DEC 2023

Senior Strategist at Fort West

A brand consultancy built on unbiased strategy.

Intel — AI user research and marketing campaign

Providence Health Plan — UX and content design

Internal — website redesign, process definition, case study strategy and content

JUL 2019 → DEC 2022

Strategist & Writer at Team Studio

A design studio and creative consultancy.

Nike — UX strategy and design

Amazon eero — product launch strategy and marketing content

Internal — pitches, process definition, rebrand and web launch, marketing content design

MAY 2016 → JUN 2019

Writer & Designer at Circle with Disney

Circle builds digital products that help families spend less time online.

T-Mobile, Netgear, and Sky UK — white-labelled digital and hardware products

Internal — app rearchitecture with a new design system following an internal rebrand effort

2015 → PRESENT

Freelance Creative

I consult, write, edit, and design for brands, literary projects, startups, and more.

Additional Information

Proficiencies — Figma, ChatGPT, Midjourney, gSuite, Office365, macOS, Windows, Mokapot

Pronouns — he/him

Education — BA, Religious Studies, Multnomah University, 2015