

about me

I am a leader in transforming brand identities through innovative retail store design and visual merchandising.

With over 20 years of corporate retail experience, I have successfully led national and global design projects that redefine customer experiences and elevate brand presence. My expertise lies in managing high-profile, large-scale initiatives with speed and precision, leveraging a vast network of trusted national and international vendor relationships. I thrive in fast-paced environments, leading diverse teams with a focus on collaboration, creativity, and results-driven problem solving.

Fueled by a passion for architecture, design, and fashion, I bring a sharp eye for emerging trends that shape the creative process from concept to completion. My comprehensive experience spans all facets of retail environments, including store design, creative services, visual merchandising, event planning, and marketing — ensuring a seamless, customer-centric experience at every touchpoint.

At the core of my work are the values of integrity, environmental sustainability, and inclusion, which guide every project and decision. I am committed to creating impactful, forward-thinking designs that resonate with today's evolving audiences and reflect the future of retail.

services

- STORE DESIGN
- FIXTURE + MILLWORK DESIGN
- INTERIOR DESIGN
- POP-UP DESIGN + INSTALLATION
- FURNITURE + VINTAGE SOURCING
- PROJECT MANAGEMENT
- PROP SOURCING + STYLING
- WINDOW DESIGN
- VISUAL MERCHANDISING

experience

MADEWELL - NEW YORK, NY

2018 - Present

Senior Director Store Design & Creative Services | 2022 - Present

Spearhead all aspects of store design, interior design, and visual creative for Madewell retail stores, ensuring alignment with the brand's identity and creating cohesive, engaging retail environments..

- Led a full-scale redesign of Madewell's store environment, modernizing fixtures, storefronts, and interior design aesthetics while maintaining a familiar and seamless customer journey that honors the brand's core concept.
- Direct a multidisciplinary team responsible for conceiving and executing brand-defining visual windows and interiors across 150+ locations, elevating store presentation and engagement.
- Oversee in-house design projects, including seasonal PR showrooms, brand events, and pop-up activations, delivering impactful visual storytelling and memorable brand experiences.

MADEWELL - NEW YORK, NY — continued

2018 - Present

Director Creative Services | 2018 - 2022

Directed team responsible for conceiving and executing brand visual window, interior and store designs.

- Designed and launched 3 brand concepts within 2 years: Denim Edit, Men's and Commons.
- Successfully executed international wholesale shop-in-shops in over 10 locations in the UK.
- Develop 12 window designs each year that are produced and executed in all 145 retail locations.

CREATIVE CONSULTANT - NEW YORK, NY

2017 - 2018

Creative Director

Collaborated with corporate retail as well as fine art and non-profit organizations to execute creative projects ranging from full retail store experiences to small-scale installations, tailoring needs based on each unique situation.

- Client list available upon request.

ANN INC. - NEW YORK, NY

2016 - 2017

Director Visual Creative Services

Directed team responsible for conceiving and executing brand visual window and interior creative.

- Lead development of window and in-store elements for Ann Taylor and Factory retail locations.
- Liaised with brand marketing to create in-store retail experiences.
- Concepted and produced PR events and showrooms.

J.CREW GROUP - NEW YORK, NY / LONDON, UK

2003 - 2016

Senior Manager Creative Services - Global | 2015 - 2016

Responsible for developing and executing brand visual creative for international and specialty stores.

- Collaborated with merchandising and marketing teams on key item strategies to create unique product focused displays for windows and interiors specific to international and domestic markets.
- Sourced and negotiated local vendors for fixtures, props and marketing collateral within all International markets which reduced costs and time-lines.
- Partnered with SVP of Store Design to establish fixture plans and develop creative concepts.

Senior Manager Creative Services - Europe | 2013 - 2015

Developed, created and directed visual presentations for London and Paris retail locations.

- Managed expansion of J.Crew stores in the UK and Paris with a total of 8 new stores within 1.5 years.
- Planned and produced launch parties and special events throughout European market.

Senior Manager Creative Services | 2009 - 2013

Oversaw all Visual creative projects including windows, interiors, showrooms and PR events.

- Produced monthly window and interior creative for all U.S. stores.
- Conceptualized, designed and installed all props, artwork, furniture, and press events.

Manager Creative Services | 2003 - 2009

Responsible for visual presentations, windows, props and mannequin styling for all U.S. stores.

skills

SKETCHUP, AUTOCAD, MICROSOFT 365, INDESIGN, PHOTOSHOP, ILLUSTRATOR, WORDPRESS, SOCIAL PLATFORMS