
HARAJUKU MINI FOR TARGET continued

- Art Directed experiential launch party and fashion show, immersing guests into the "world" of Harajuku Mini through interactive decor, thematic food and beverages, activity stations, and fashion show (executed casting, styling, music, and run of show). Secured media coverage with **Hollywood Reporter, People, DailyMail, InStyle, and PopSugar.**

GWEN STEFANI

- Established creative direction for seven album campaigns implementing Stefani's creative vision and infusing it into all creative, art, and design direction.
- Art Directed renowned photographers Yu Tsai, Jamie Nelson, Daniel Sannwald, Vijat Mohindra, and Frank Okenfels. Art directed elite makeup artists Gregory Arlt and Kathy Jeung, wardrobe stylists Rob & Mariel, and hairstylist Danilo Dixon.
- Art Directed and coordinated with pre-production team on set designs, castings, and shot schedules, set-ups, and lists, resulting in a tightly run shoot - avoiding costly overtime.
- Edited, marked up, and prioritized final selects for the retouching process. Orchestrated and managed a seamless feedback process between client, agent, and Stefani to retoucher from inception to final approval.
- Consulted on set design, wardrobe styling, and broadcast graphics package for the Gwen Stefani Christmas Special. Viewed by **7.5M and became the year's most-watched holiday special on N.B.C.**

L.A.M.B.

- Conceptualized and executed yearly photoshoots for in-store/online imagery for Optical brands **L.A.M.B., Gx by Gwen Stefani, Gx Girls, and Zuma Rock** -16 Optical campaigns in total.
- Selected, submitted, and art directed renowned Fashion and Beauty photographers Yu Tsai and Jamie Nelson. Art directed elite hairstylists Danilo Dixon and Bridget Brager, makeup artists Gregory Arlt and Mary Phillips, and wardrobe stylists Petra Flannery and Rob & Mariel.
- Art Directed and designed primary and secondary packaging, gift sets, and GWPs for the fragrance "**L by L.A.M.B.**" Sold at Prestige retailers **Sephora, Nordstrom, Bloomingdales, and Macy's.**
- Orchestrated and communicated feedback between Coty Prestigé, brand agent, master perfumer Harry Fremont, and Stefani. Assisted in implementing key project milestones meeting each goal set for fragrance and packaging approvals.

SKILLS

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| ▪ Creative Direction | ▪ Team Management | ▪ Natural & Consistent Communicator |
| ▪ Art Direction | ▪ Photoshoots Direction/On Set/Post | ▪ Able to prioritize and multi-task in a fast-paced environment |
| ▪ Design Direction | ▪ Creative Resolution | ▪ Collaborative team player with a passionate, scrappy attitude |
| ▪ Concept to Execution | ▪ Highly Organized & Detail Oriented | |
| ▪ Design: Fashion/Packaging | ▪ Strong Presentation Skills | |