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2024

Creative Director
Up from Wilshire
Salt Lake City, Los Angeles

2017 — 2023

Creative Director
Truth Advertising
Santa Ana, CA

Freelance 2014 — 2017

McCann Ericson — Salt Lake City
RAPP — Los Angeles
Garage Team Mazada — Costa Mesa, CA

2009 — 2014

Associate Creative Director
O'Leary & Partners
Newport Beach, CA

1999 — 2009

Associate Creative Director
Foote Cone & Belding
Irvine, CA

1996 — 1999

Art Director
Goldberg Moser O'neil
San Francisco, CA

EDUCATION

B.A. Commercial Art,
Allegheny College,
Pittsburgh, PA

WHAT I BELIEVE

In this age of Twitter and Instagram—when everyone's talking UX, SEO and content strategy—I never lose sight of the importance of communicating an idea simply and creatively in a way that resonates with audiences.

To my way of thinking, there's still a place for great design and storytelling, no matter what the medium.

The best work in advertising and branding today is still being done by people who believe in the power of ideas, not just the power of technology.

WHAT I DO

An award-winning creative director/art director, I honed my craft at some of the West Coast's leading shops.

My experience ranges from motherboards to motorbikes, on brands like Hilton/Doubletree, In-N-Out, Intel, Kawasaki, Taylor Made, Toshiba and Western Digital.

I've won numerous creative awards (ADDYs and a Kelly Finalist, to name just a few) and my work has been featured in Communication Arts, Graphis and Print's Regional Annual.

When it comes to motivating others, I believe in leading by example. That's why I'm always happy to roll up my sleeves and jump in to any project, whether it involves Photoshop, InDesign, Illustrator, After Effects, Premiere Pro or PowerPoint.

WHAT I LIKE

When I'm not obsessing over typefaces, retouching photos or editing TV spots, I like to scuba dive, ride my motorcycle, and play the drums—much to the chagrin of my long-suffering pooch, Chico.