

**professional
experience****Creative Strategist - Hanson Bridgett LLP**August 2009 - Present
San Francisco, California

Helping a regional law firm face competition on the national and global levels through the application of brand thinking and design solutions across a wide range of touch points covering print, online, video and social media. Develops transformative internal processes, resources and collaboration tools – in addition to public-facing content and visual systems. Managed internal and agency resources for a complete web site overhaul resulting in entirely new brand and technology platforms.

Creative Director – Heller Ehrman LLPSeptember 2006 - October 2008
San Francisco, California

Responsible for all creative services and marketing technology programs. Built a winning team of in-house creatives and outside agencies to service global branding, design and copywriting needs. Managed the firm's web site and email publication process. Oversaw an extensive CRM program. Developed a proposal automation application and library of centralized marketing content. Coordinated interface development for internal systems. Managed marketing plans, budgets and operational issues.

Creative Director – DLA Piper US LLP (formerly Gray Cary Ware & Freidenrich LLP)July 2003 - September 2006
San Francisco, California

Advised firm management on branding and technology concerns. Developed strategy and direction for branding, advertising and design projects. Oversaw the firm's Internet presence, including strategy, technology and implementation for all online programs. Responsible for centralized content management and proposal automation. Coordinated interface development for the firm's CRM system. Managed an in-house staff of creative and technology professionals, as well as external agency relationships.

Senior Designer – Orrick, Herrington & Sutcliffe LLCFebruary 2001 - July 2003
San Francisco, California

As part of the first-ever branding team at a major U.S. law firm, worked to establish a comprehensive global brand. Served as visual design lead on the development of Orrick's award-winning web site and intranet portal. Developed a firmwide platform for email publications. Created national advertisements and numerous publications. Managed freelance designers and developers.

Independent Design ConsultantMarch 1996 - February 2001 - Washington, D.C.
October 2008 - August 2009 - San Francisco, California**education****Georgetown University – School of Business Administration**B.S.B.A. in International Marketing, Minor in French
Washington, D.C. – May 1992**recognition
& affiliations**

Member of the American Institute of Graphic Arts and AIGA Center for Cross-Cultural Design
Committee Member and Lead Producer for the Compostmodern Conference, January 2011
Winner of the LMA Your Honor Awards, 1st Place for Web Sites, April 2012
Winner of the LMA Your Honor Awards, 1st Place for Electronic Media, March 2010
Winner of the LMA Your Honor Awards, 1st Place for Web Sites, October 2003
Sichuan Graphic Design Association, Earthquake Relief Poster Exhibition, June 2008
Profiled in *Package & Design Magazine* (China), May 2008, July 2008