

ALTAMED

SENIOR DIRECTOR OF BRAND AND CREATIVE OPERATIONS

2024 - PRESENT

- Led creative and production teams in delivering high-volume, brand-consistent digital assets and campaigns across healthcare, community engagement, and consumer-facing initiatives.
- Directed end-to-end creative operations for brand, photo, video, and design projects, from brief intake and casting to production and post, ensuring scalable workflows, quality control, and visual excellence.
- Collaborated with executive stakeholders, IT, and engineering to develop and implement creative tools, asset libraries, and systems supporting a large in-house studio team.
- Managed vendor relationships and internal resources to execute high-impact content at scale across web, social, print, and event channels, with a strong focus on brand integrity and compliance.
- Drove innovation in branded content strategy, elevating the storytelling and execution of imagery and video assets while meeting complex regulatory standards and timelines.

KERN AGENCY

A. CREATIVE DIRECTOR

2018 - 2024

- Oversaw production of full-scale, brand-driven content for Fortune 100 clients, including digital photo and video assets, social campaigns, UI/UX, booth displays, digital OOH, and full websites.
- Art directed on-figure and off-figure product photography, collaborating with photographers, stylists, retouchers, editors, and production partners to deliver compelling visuals aligned to brand standards.
- Led cross-functional creative and studio teams to deliver e-commerce and lifestyle content across categories, merging elevated creative taste with technical execution and volume delivery.
- Presented strategic and visual concepts in new business and client meetings, delivering persuasive creative direction with clearly articulated vision, rationale, and execution plans.
- Developed style guides and creative direction frameworks for consistent execution across platforms, including social, web, and event assets.

QUIGLEY SIMPSON

SENIOR ART DIRECTOR

2015 - 2018

- Directed award-winning, multi-platform campaign for Chase Bank/United Airlines, including on-figure photography, immersive digital content, 360 video, motion design, and UI/UX experiences.
- Oversaw a \$1M+ photoshoot and brand campaign that spanned airport billboards, social media, and branded content placements, aligning with luxury lifestyle and travel aesthetics.
- Partnered with social media strategists and copywriters to produce high-engagement content tailored to platform-specific formats and cultural moments.
- Led the creative and visual development of business proposals and RFP decks, successfully selling in new creative directions through strategic insights and innovative concepts.
- Maintained high standards for design and visual storytelling, ensuring all deliverables supported broader business and brand goals.

FOX STUDIOS

ART DIRECTOR

2014 - 2015

- Art directed global launch creative for major FOX properties, managing concept development, casting, shoot planning, and digital production with entertainment-focused aesthetics.
- Served as the graphic and visual lead for Empire, collaborating on a digital and social rollout that contributed to a record-setting 9.9 million viewer premiere.
- Partnered with photo, design, and production teams to execute high-volume digital assets for entertainment e-commerce and marketing platforms.
- Led the design and execution of visual identities and promotional content across social, digital, experiential, and outdoor platforms, with a sharp eye for trend-driven, culturally relevant storytelling.
- Oversaw fast-paced creative workflows while preserving premium quality and brand standards in every phase of the production pipeline.

- ADOBE CREATIVE SUITE
- ART DIRECTON
- GRAPHIC DESIGN
- ADVERTISING
- SOCIAL STRATEGIST

- PHOTOSHOOT DIRECTOR
- PRO RETOUCHER
- VISUAL DESIGNER
- UX/UI DESIGN
- ILLUSTRATOR

- INTERACTIVE DESIGN
- VIDEO EDITOR
- VISUAL EFFECTS
- WEB DESIGN
- WEB ANIMATIONS

- BRANDING & IDENTITY
- CONCEPT DEVELOPMENT
- DIGITAL MARKETING
- PRINT PRODUCTION
- PACKAGE DESIGN



ID

INDESIGN



Ai

ILLUSTRATOR



Ps

PHOTOSHOP



Ae

AFTER EFFECTS



Xd

ADOBE XD



Dw

DREAMWEAVER



Fl

FLASH



REASON



PROTOCOLS



OFFICE



COREL DRAW



QUARK EXPRESS



KEYNOTE



CHATGPT



GETLINER



GOOGLE GEMINI



WHISK EXPERIMENT



CHATZ.AI



GROK



PERPLEXITY



WORDPRESS



FIGMA



SKETCH



GOOGLE DOCS



BASECAMP



HARVEST

BRANDS

- ALTAMED
- ALTAMED PACE
- ALTAMED VIVA GOLD
- GROW PROUD
- GROW PINK
- ALTAMED FOUNDATION
- CHAPCARE BY ALTAMED
- ALTURA
- ALTAMED ART COLLECTION
- MY VOTE, MY HEALTH

CLIENTS

- DIRECTV FOR BUSINESS
- DIRECTV NOW
- HBO MAX
- AT&T
- AT&T TV
- AMERICAN EXPRESS
- CANON
- CRICKET WIRELESS

CLIENTS

- UNITED EXPLORER CARD
- WEIGHT WATCHERS
- LAFD
- CHASE-MARRIOTT
- DISNEY
- SUPER SMILE
- PET SMILE

CLIENTS

- FOX SPORTS
- EMPIRE
- THE LAST MAN ON EARTH
- AMERICAN IDOL
- GLEE
- BACKSTROM
- GOLDEN GLOBES
- FIFA WOMEN'S DIVISION

ART INSTITUTE OF CALIFORNIA, SD
BACHELOR'S OF SCIENCE IN ADVERTISING
2007

ENTERTAINMENT CAREER CONNECTIONS, CA
CERTIFIED IN MUSIC PRODUCTION & AUDIO ENGINEERING
2015

LAZARO CARDENAS, MEXICO
CERTIFIED IN ARCHITECTURE DRAWING & CONSTRUCTION
2003

ADDITIONAL SKILLS
FINE ART PAINTER — POP SURREALISM
IMAGE COMPOSITING & RETOUCHING