

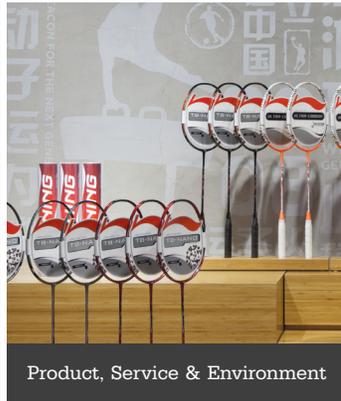
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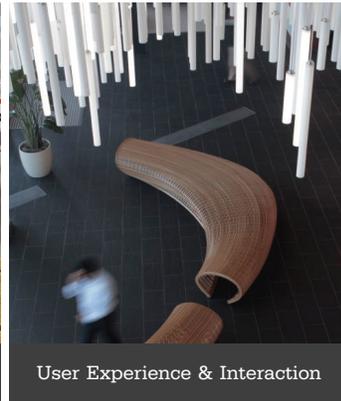
From toilet paper to packaging systems, sports stadiums to retail stores, logo marks to ad campaigns, and customer service to user interfaces. Though I have envisioned, designed and produced all kinds of things, one of the best parts of my work is learning about the lives and needs of real people, and then crafting an experience they care about. As a creative director, designer or storyteller, I help executives and organizations deliver innovative products and branded experiences in an honest and meaningfully distinct way. I bring curiosity and process to unknowns, and believe hard work and bike riding are equally important.



Brand ID & Communication



Product, Service & Environment



User Experience & Interaction



Visual Storytelling

I love learning about the lives and needs of real people, and creating things that matter to them.

Creative Director, Brand & Design Strategist, Storyteller
2015 - Current
Austin & Budapest

Brand and creative consulting for agencies and organizations, including Sotheby's International, Phobio, Drumroll, P&G and Medair, and Creative Director (in residence) for Ziba Design in Portland, Oregon. My focus is on product and experience design innovation; strategic planning and research; and integrated branding programs across all consumer and user touch points. I also pursue research and storytelling projects about people and events I find interesting, including the 2011 Egyptian revolution, 2600 miles on the Pacific Crest Trail, and signs of hope and aid work in Iraq post ISIS.

Chief Creative Officer
SpotMe
2012 - 14 / Chicago & Suisse

Swiss-based hardware and software services company for the meetings and events industry. Established a close collaboration with the CEO. Responsible for all branding and marketing activities, advising the UX design of our products, and developing new solutions and revenue opportunities.

Creative Director
Downstream
2012 - 13 / Portland

Managing director of creative group of 20-25. Led agency business development efforts and key projects including the branding of major sports franchises in Canada, fan experience and exhibits for UW and Edmonton Oilers, and briefing centers for AT&T and Boeing Space & Defense.

Creative Director
Ziba Design
2007 - 10 / Portland

Led projects and teams at this design innovation firm. Specialized in brand ID, packaging systems, product design, and holistic experience programs that embody artifacts, interactions, environments, services and communications. Key projects for P&G, Rubbermaid, GE Healthcare and Li-Ning in China.

Sr. Design Director
Hornall Anderson/Omnicom
2004 - 05 / Seattle

Led the design, strategy and client relationships for accounts including Weyerhaeuser, Ciena and Intel. I specialized in brand strategy, identity, packaging and environment design projects. Was a hands-on contributor to and leader of collaborative teams from pitch to scope, design and production.

Exec. Creative Director
Pearson Branded
2001 - 03 / San Francisco

Responsible for building and training a more creative and effective team of 30-40 designers, writers, strategists and project managers. Led business development and key accounts in Silicon Valley tech sector, overseeing our agency's culture and processes, and the design of and move into new offices.

Exec. Creative Director
USWeb/CKS (marchFIRST)
1999 - 2001 / San Francisco

Started in the San Francisco office of this global branding agency before promotion to ECD of the Southeast Brand Building practice in Atlanta. Managed a multi-disciplined dept of more than 75 staff through challenging business shifts. Led new business and key accounts for Disney, Apple and Zurich.

My education and early career started in industrial design, photography, graphic design and web development. I'm an avid cyclist and long-distance hiker, have lived and worked in different parts of the world, and hold dual citizenship in the USA and Hungary (EU).