

employment

Senior Brand Manager — Samsung Semiconductor Pasadena, CA 2017 - Present
Received 'President's Award' for contributing to Samsung Tech Day and Samsung Foundry Forum events in creative direction. Creative directed roughly 20 design projects per year including Samsung@First building website, 'Samsung At The Heart of Everything' campaigns, and '#iamsamsung' employee campaign. Launched optimized advertising campaigns with relevant, targeted, and engaging emails with associated landing pages. Collaborated with multiple creative agencies to tell meaningful stories within the complex world of component marketing.

Lead UX Designer — LabStar Software Los Angeles, CA 2015 - 2017
Revitalized the brand for a revolutionary dental lab management company. Built a new marketing website from scratch and redesigned an outdated web app experience, while measurably increasing customer satisfaction and engagement. Built a new mobile app from the ground up increasing usability and user satisfaction.

Marketing Designer — Sony Corporation of America Culver City, CA 2013 - 2015
Received award for 'Most Innovative Marketing' within Sony Corporation of America. Developed a brand for a new division within Sony and launched a SaaS product allowing users to share large video files and collaborate in realtime across the world. Led the mobile UX app design and managed developers to build it perfectly right down to the pixel. Designed and built the product's marketing website.

Marketing Designer — Sony New Media Solutions Marina Del Rey, CA 2012 - 2013
Designed and built the company's marketing site representing the largest distributor of digital and physical media worldwide. Managed the corporate brand's strict requirements in social media, public relations, and tech conferences. Designed UI prototypes for internal systems including a music asset management service for Sony Music Entertainment.

Mobile Device Technician — Apple Retail Santa Monica, CA 2010 - 2012
Developed customer service and technical expertise repairing mobile devices for Apple customers in Santa Monica.

Marketing Consultant — Daniel Wolcott Design LLC Los Angeles, CA 2010 - 2012
Launched a web design and marketing consultancy targeting tech startups in Southern California.

Marketing Designer — Leadership Inspirations Los Angeles, CA 2010 - 2011
Developed a brand for a leadership coaching agency and taught our curriculum to high school ASB students.

education

Chapman University	BFA Film Production, Psychology Minor	May 2010
Life Purpose Institute	Life Coach Certification, ICF Accredited	October 2016
Samsung Semiconductor	Management Essentials	January 2021

achievements

Samsung Semiconductor	President's Award	2018
Sony Corporation of America	Most Innovative Marketing Award	2014
APA Published Research	<i>Time Perspective, Empathy, and Life Satisfaction</i>	2010

community involvement

Cha Cha Cha Association	HOA President	2020 - Present
Shambhala Meditation Center	Youth Group Program Manager	2011 - 2016
INSFOP Nicaragua	Study Abroad Program	2009