

Creative Director
PRG Golf, Inc
Vista, CA
11/24-Present

Results-driven Creative Director with proven success in leading design and branding for a golf accessory company. Experienced in guiding creative strategy, product development, and brand positioning to deliver innovative, market-relevant solutions. Work closely and partner with top golf OEM's including Titleist, Cobra Puma, Taylor Made and L.A.B. Golf, to design and produce custom accessory launches and marketing programs.

Creative Direction & Brand Identity

- Define and oversee the overall creative vision, ensuring alignment with the company's brand identity and values.
- Develop innovative concepts for golf accessories, packaging, and promotional materials.
- Maintain consistency across all brand touchpoints—product design, digital platforms, retail displays, and marketing campaigns.

Product Design & Development

- Lead the design process for new golf accessories, from concept sketches to final production.
- Collaborate with product development teams to ensure functionality, style, and performance meet golfer needs.
- Research trends in golf, sportswear, and lifestyle design to inspire fresh product ideas.

Marketing & Visual Storytelling

- Direct creative campaigns for product launches, seasonal collections, and special editions.
- Oversee photo and video shoots showcasing golf accessories in lifestyle and performance settings.
- Create compelling storytelling that connects products to the golfing community and culture.

Team Leadership & Collaboration

- Manage and inspire a team of designers, photographers, and marketing creatives.
- Partner with sales, operations, and R&D teams to align creative output with business objectives.
- Provide mentorship, feedback, and direction to ensure high-quality creative execution.

Innovation & Brand Growth

- Explore new materials, technologies, and design techniques for product differentiation.
- Identify opportunities for collaborations with golf professionals, influencers, or brands.
- Evolve the brand aesthetic to stay relevant while honoring golf's traditions.

Quality & Consistency

- Uphold design standards and ensure accuracy across all creative assets.
- Review and approve final creative deliverables before production or release.
- Ensure that products and marketing reflect premium craftsmanship and attention to detail.

Owner/Creative Director
BRNDPWR
Escondido, CA
9/07-11/2024

Branding/Marketing Agency focusing on corporate ID, packaging and marketing communications for a diverse group of companies, including, The Upper Deck, Co., Rubio's, DJO Global, Sport Rx, Johnny Rockets, Slaters 50/50, Yogurtland, Pieology, Nekter and Global Tour Golf.

Packaging Director
WowWee Toys,
Carlsbad, CA
8/05-9/07

- Managed department responsible for toy packaging, graphic design and POP based on specific marketing and product development objectives
- Work closely with internal 3-D modelers and product designers to insure packaging, marketing graphics and merchandising work seamlessly in the marketplace
- Maintain brand identity and strategic design direction for the WowWee offices in California, Montreal and Hong Kong
- Establish and monitor all creative and graphic standards relative to marketing and advertising communications
- Coordinate all outside resources including design, illustration and photography
- Schedule workload, prioritize deliverables and daily follow up with design teams in California and Hong Kong
- Scheduling and follow-through on seven toy product lines consisting of 130 SKU's
- Utilize expertise in graphic design and team-building skills to guide the creative team of Senior and junior designers through internal project reviews, brainstorm facilitation and daily shepherding of projects from concept to completion

Creative Manager
The Upper Deck Company
Carlsbad, CA
1/92-8/05

- Managed a team of 10 Lead Designers and 8 Senior Designers responsible for all graphics, packaging marketing communications and POP for the Upper Deck sports division
- Cultivated and maintained relationships with outside vendors to insure new and interesting print technologies were consistently being presented
- Worked closely with cross-functional departments to insure cost, and production feasibility of all new print and packaging technologies
- Responsible for introducing new and exciting sales materials to promote sell-through on all new product lines
- Mentor creative staff, sets career paths, and ensure professional development of staff
- Staff hiring, mentoring, annual reviews and terminations

EDUCATION:
Platt College School of Design
Irvine, CA
1990

- Associate of Applied Science, Graphic Design