

CREATIVE DIRECTOR · BRAND / PRODUCT / PLACE / SYSTEM

Twenty-five years of making complex things clear: brand systems, product UX, environments, and the AI tooling a creative team runs on. Lately that means directing fleets of AI agents the way I have always run a studio: briefs, reviews, and standards that don't move.

EXPERIENCE

- 2024–Present **Prove AI** · Creative Director
Led the rebrand from Casper Labs to Prove AI, first concept to board approval in **eight weeks**, then rollout across web, social, and the show floor. Built the AI systems the marketing team runs on: brand rules enforced at generation, pipelines that turn a document into a published page and a page into video, and the weekly loop that ties them together. Mentor the design team.
- 2019–2024 **Casper Labs** · Creative Director
All design and creative direction for five years: web, social, motion, research reports. Directed the **JKR rebrand from the client chair** with our CMO. Designed **three consecutive Davos venues** at the World Economic Forum, aligned globally through 3D walkthroughs before a single panel was printed. Creative lead for the 2021 mainnet launch and CoinList sale: **\$33.5M raised**, nearly 100K registrants.
- 2016–2018 **Riot Games** · AV Tech / Graphic Designer, Media Systems
Supported **200+ live events** on the Riot campus: camera, audio, technical direction, lighting, motion graphics, and secure streams to 2,000+ Rioters worldwide.
- 2014–2016 **Riot Games** · Graphic Designer, Product Riot
Lead designer on internal products: the **MiniMap** wayfinding app that carried a 1,000-person campus move, the intranet redesign, an employee directory, and a teams database. A startup title doesn't convert at Riot's scale; trading the title for the room was the point.
- 2011–2013 **Xfire** · Creative Director
Set the brand tone, redesigned the website, and designed the desktop client UI for a **20-million-member** gaming community. One design language across every surface a player touched.
- 2008–2011 **AARP** · Product Designer
The AARP.org relaunch that grew monthly uniques **3M to 5.8M** (with Razorfish), the games channel end to end, the style guide behind **50,000 CMS pages**, and an iPad news app designed in the platform's first year.
- 1999–2008 **Earlier years** · DC and beyond
VarsityBooks, Buzzlife Productions, DC Life Media, ThumbJive, Veekeer, buySAFE: hand-coded storefronts, mobile game art, and the club fliers that started everything.

ON THE SIDE

- 2026 **AGENTIC** · Rogue Agent Studio
A complete roguelike built solo in **33 days** by directing a fleet of AI agents: 88 numbered batch specs, machine-checked design contracts, custom tooling down to a browser DAW. Live in the browser, headed to Steam.

SKILLS & TOOLS

Creative direction · Art direction · Brand strategy & identity systems · Design systems · Agency direction & brand stewardship · Product UI & UX · Environmental & event design · 3D visualization · Motion & AV production · Sound design & mastering · Creative team leadership & mentoring

Agentic & generative AI workflows · Claude & Claude Code: skills, agents, MCP · Adobe Creative Suite · Figma · Blender · HubSpot CMS · Next.js · TypeScript · WebAudio