

EXECUTIVE SUMMARY

Innovative, visionary digital experience leader with 20+ years directing creative strategy, product design and multi-platform experiences for attractions and large-scale events. Expert in integrating design, engineering and business requirements into cohesive high-impact digital solutions. Known for driving innovation through technology, elevating customer experiences, and delivering complex projects at massive scale.

PROFESSIONAL EXPERIENCE

SUNSET SKY CREATIVE – OWNER (2020–PRESENT)

Digital agency specializing in creative direction and app development

CLIENT SPOTLIGHT: MOREY'S PIERS & RESORTS DIGITAL WALLET ECOSYSTEM LEAD ARCHITECT & DEVELOPER

- Built a digital platform enabling season passes and stored-value cards to be added to Apple/Google Wallets; ~100K passes issued, streamlining admissions and park operations
- Collaborated directly with Apple on advanced NFC integrations previously implemented only by a small number of major enterprise-level companies
- Created algorithms predicting stored-value card depletion, enabling automated marketing efforts and improved attraction/game usage

CLIENT SPOTLIGHT: CSSI SOLUTIONS APPLICATION LEAD PRODUCT DESIGNER & DEVELOPER

- Designed and built a custom React + Node CRM and SEC financial research tool, improving internal targeting funnels and prospect qualification
- Developed a back-office application, enabling precise employee tracking, streamlined workflows, and reductions in operational errors
- Contributed to a client-facing portal providing real-time reporting and fund performance insights

ACCESSO – SENIOR UI DESIGNER (2016–2020)

Global leader in attractions, entertainment, and ticketing technology

- Designed user experiences for online ticketing, wearable tech systems and interactive kiosks used by Six Flags, Cedar Fair, and Merlin Entertainment
- Delivered UI/UX for a major Orlando waterpark wearable system used by ~2 million guests annually, optimizing speed, clarity, and accessibility
- Improved mobile ticketing UX across multiple platforms, contributing to higher conversions and reduced guest friction
- Partnered directly with engineering teams as the primary design liaison for new feature development as well as oversaw junior designers

LEADERSHIP EXPERIENCE

COME OUT WITH PRIDE – PRESIDENT (2018–2022)

- Led a nonprofit board of ~12, an executive director, 40–50 year-round committee members, and 150–200 event volunteers
 - Oversaw operations of a \$1M annual budget; expanded revenue by 500%
 - Grew attendance from 140K to 200K+, generating \$25M+ economic impact
 - Increased sponsorships by 300%, securing the first \$50K presenting sponsor
 - Directed all branding, digital strategy and creative communications
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WORLDPRIDE 2026 – BID CO-CHAIR (2017–2023)

- Directed vision, strategy and creative development for Orlando's global bid, coordinating dozens of high-level community and corporate volunteers
 - Delivered all digital and creative assets including a 100+ language digital website presence
 - Managed a \$25K production budget; projected event budget of \$12–14M
 - Led cross-functional teams in video production, bid design, content creation and citywide stakeholder relations
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GLOBAL PRIDE 2020 – DESIGN LEAD (2020)

- Directed global volunteer designers creating assets for a virtual Pride broadcast viewed by 57 million people
- Oversaw branding and visual consistency across all international partners

CORE EXPERTISE

Creative Direction • Product Design • UX Strategy • Brand Systems
Design Systems • Wireframing • Prototyping • Adobe Creative Cloud
React • HTML/CSS/JS • Node.js • API Integrations • WordPress

RECOGNITION

Orlando Business Journal 40 Under 40, Watermark's Most Remarkable People, SXSW Speaker/Moderator, IAAPA Speaker & Committee Member

EDUCATION

MBA, Marketing & MIS – R.I.T. / B.S., Information Technology – R.I.T.