

Director of Marketing + Design, Burn 60 Studios – Los Angeles, CA | February 2016 – Current

Burn 60 is a performance-driven, group training studio. Currently operating 2 locations in the greater Los Angeles area with an average of 3,000+ monthly studio visits.

- Designed build-measure-learn feedback model to test and improve sales and promotional strategy, increased 2016 revenue by 63% and averaging 9% increase in 2017 monthly revenue TY/LY.
- Established better workflow practices for marketing department of 5 to improve productivity and creative output, including weekly sprints, agile methodologies and Tues/Thurs "learning time."
- Executed design of Facebook retargeting campaign and 15 step automated sales funnel, increasing avg. monthly traffic by 57% and avg. monthly high value package conversions by 5% since January 2017.
- Co-produced 5 workout videos for the launch of FabFitFun TV on 12 days' notice. Designed storyboards, graphic identity, assisted director and worked with 9 editors to hit deadline. Videos reach 600,000 FFFTV members, make up 65% of video plays in Bootcamp category and 10% overall.
- Product lead for the Burn 60 connected experience project. Responsible for all aspects of the product's lifecycle, led ideation, designed treadmill/group training/lighting/trainer control UIs, working with developers on prototype iteration for Q2 2018 launch.
- Led major brand re-positioning initiative, introduced new brand strategy, redesigned website, graphic language and aesthetic.

Design + Branding Consultant, AthliOS – Los Angeles, CA | May 2017 – Current

A connected fitness platform built to support fitness equipment manufacturer and club deployment of a branded, cloud-based experience. Currently powers connected products for brands such as Landice, Equinox, Polar and True.

- Led cross-discipline team of Olympic running coaches and developers on Woodway Stridelab project. Effectively visualized stride length, exertion and cadence data to help performance athletes run more efficiently. Q2 2018 launch on Woodway Curve.
- Defined AthliOS' position/vision/mission/value proposition, designed brand identity/graphic language/voice/advertising aesthetic.
- Designed dual treadmill UIs and TV display with a team of 3 developers for a 48-hour continuous relay fundraiser for Woodway and Polar.
- Redesigned Woodway Curve UI. Resolved usability issues and integrated engaging micro-interactions for Q1 2018 launch.

Founder + Product Designer, Wayback Apparel – Miami, FL | August 2013 – August 2015

Wayback Apparel is a fully automated custom apparel platform and marketplace for Fraternities and Sororities.

- Designed product concept around collegiate apparel chair needs, consisting of a personalized management dashboard, Etsy-style store front, just-in-time printing process, live inventory tracker and individualized shipping capabilities.
- Successfully led fundraising efforts for company, raising \$48,000 from investor Kottonzoo LLC.
- Led design of initial web platform MVP with 3 engineers, generating \$25,000 in year 1 revenue.

EDUCATION

- Indiana University Media School '15 | Major: Advertising + Web Design | Minor: Apparel Merchandising

SKILLS

- Adobe Illustrator, Photoshop, InDesign, After Effects, Excel Modeling