

Creative Director known for leading high-performing design teams and delivering brand experiences across healthcare, publishing, apparel, and corporate communications. I build creative environments where collaboration, inclusivity, and accountability aren't competing priorities—they're what makes the work good. Trust and strategic clarity are how I lead; outcomes are how it shows.

Employment

Kaiser Permanente *Creative Director* 3/17 - Present

Internal creative studio — graphic, event, and motion design, photography, and video production across a wide range of internal and external communications.

- > Partner with marketing and communications leadership to align creative strategy with organizational priorities, translating complex healthcare narratives into clear, compelling communications.
- > Lead and develop a team of designers, video producers, photographers, writers, and production staff— employees and contractors— with a focus on growth, accountability, and creative excellence. Introduced improved workflow systems that improved on-time delivery.
- > Develop high-potential team members through clear growth paths and performance management— coaching individuals, addressing gaps, and building long-term bench strength.
- > Manage 500+ projects annually— owning the full creative lifecycle from discovery and ideation, art direction through production and delivery— managing timelines, budgets, and resource allocation with fiscal accountability.
- > Anticipate and remove obstacles that impact creative performance— analyzing resources, costs, and forecasts to keep projects on track and implementing contingency plans when priorities shift.
- > Stay current with industry trends, emerging tools, and design benchmarks— bringing outside thinking in to keep the studio's capabilities sharp and future-ready.
- > Foster a studio culture of collaboration, psychological safety, and continuous improvement. People do their best work when they feel trusted and supported.
- > Completed a senior leadership development program co-led by Cornell University and Kaiser Permanente, strengthening expertise in organizational design and strategic leadership.

Ariat International *Consultant/Senior Creative Services Manager* 9/14 - 2/17

Premium equestrian apparel and footwear brand— led in-house creative team and agency partnerships through seasonal brand execution across retail and B2B channels.

- > Managed a team of designers, a traffic manager, copywriter, and photo coordinator; introduced workflow systems that improved on-time delivery under compressed seasonal deadlines.
- > Art directed on-model and in-studio product shoots; developed brand-consistent creative across in-store, wholesale, and digital touchpoints.
- > Collaborated across functions to meet seasonal communication goals, building cross-team trust alongside reliable delivery.
- > Applied Situational Leadership principles to develop each team member individually— building confidence, addressing gaps, and keeping the team moving forward together.

Employment
continued**Gayle Chin Designer/Printer/Consultant 2/07 - 8/14**

Freelance creative direction and design across brochures, catalogs, and digital assets. Maintained a letterpress printing practice—a reminder of what draws me to this craft.

Dwell Magazine Creative Services Director 6/04 - 2/07

Defined and stewarded a cohesive visual identity system across Dwell's growing portfolio—Dwell on Design Conferences, Dwell Homes, and B2B sales materials. Collaborated closely with sales and editorial leadership to align creative with business strategy.

Protopod Design Principal/Designer 2/00 - 5/04

Co-founded a boutique design studio; led client relationships, new business development, and daily operations alongside brand identity, print, and catalog work.

Chronicle Books Senior Designer 8/98 - 1/00

Managed a team of designers and multiple external agencies across 100+ projects per season for this celebrated independent publisher—overseeing three annual cycles and working three years forward from product development to final deliverable. Designed, art directed, and produced books, gifts, and specialty products, collaborating with photographers, illustrators, and writers to bring projects to life.

Howry Design Associates Designer 8/96 - 8/98

Designed annual reports, brand identity, and printed materials at a boutique agency specializing in corporate communications.

Education

Arizona State University 1996

Bachelor of Fine Arts Graphic Design

Interests

Swimming, cycling, cooking, enjoying nature, and continually learning how to throw well on a pottery wheel and play the piano.