



Creative Director × AI Architect × Studio Founder

Most creative problems are structural problems in disguise. I find where the structure broke and build it back stronger.

01 CURRENT

Director, Creative & AI Innovation

JUN 2022 – PRESENT

UNIWORLD GROUP

Campaign direction for Ford, TD Bank, Northwestern Mutual and Pernod Ricard – concepting through post, on set with talent and crew. Selects directors and production partners; manages and mentors the creative team.

- **FORD** – F-150 and Bronco 2H 2025 · Essence Fest, 100×100ft footprint · HBCU “Accelerating Brilliance.”
- **NORTHWESTERN MUTUAL** – Belonging & Impact, a year-round creative system spanning 32 cultural moments; season-three podcast redesign.
- **PERNOD RICARD** – Detroit cultural-presence program · Cowboy Noir BHM poster system · eight-week radio remote across three stations · NBMBAA.

AGENTIC ARCHITECTURE. Audited the agency’s creative intake end to end – every field, every system (Workfront, n8n, Box, Smartsheet, Teams, Proof). Diagnosed the core failure: ambiguous intake → late creative engagement → timeline collapse. Engineered a machine-readable decomposition turning human tasks into agent-executable ones, eliminating **11+ review cycles**. Five agent roles – Analyst, Orchestrator, Assistant, Guardian, Tasker – with guardrails, KPIs and RAG as compliance backbone.

GOVERNANCE. Authored the **20-page UWG AI Working Policy**, May 2025. Co-authored the Human Edge framework; designed the compliance framework and the four-session 2026 training curriculum. Runs biweekly governance; maintains the Approved Tools list, AI Tagging System, Language Watchlist v1.1. Original behavioral research across the creative organization – *held internal*.

Founder & Creative Director

NOV 2025 – PRESENT

MUSESHIFT – INDEPENDENT STUDIO

Brand strategy × AI infrastructure × nervous-system instruments × behavioral compatibility. **One studio, one operator.** Clients: salon owners, beauty pros, artists, founders, agencies.

- **FIELD** – real-time nervous-system intervention over SMS, converting “I feel…” inputs into micro-invitations in a ~60-second loop. Adaptive: learns which states precede others and which protocols land. **19,000+ indexed entries.**
- Coined **a seven-state nervous-system taxonomy** where no working vocabulary existed. First subject of her own instrument.
- **CINDER** – autonomous agent, self-hosted, architected end to end.

agency seat · independent studio

TELLY AWARDS · FIVE

GOLD	Barbershop / F-150 Ford · 2025 · Regional TV only Gold in category
GOLD	From the Ground Up Ford · 2026 · Series
SILVER	Dare to Discover Ford · 2025 · Regional TV
SILVER	Alicia's Story TD Bank · 2025 · Social, CSR
SILVER	Out The Trunk Ford · 2024 · Social Series

ALSO

Shorty Impact Award Finalist, 2025 – Financial Services, with TD and Ogilvy Canada

Judge, AICP Awards 2025

The Drum Marketing Award 2026, Automotive – shortlisted

UWG named 2026 Ad Age Multicultural Agency of the Year

WORK PUBLISHED IN

Vogue · ELLE · Harper's Bazaar · Allure · InStyle · Cosmopolitan · Marie Claire · Glamour · Essence · Seventeen · Teen Vogue · People · Nylon

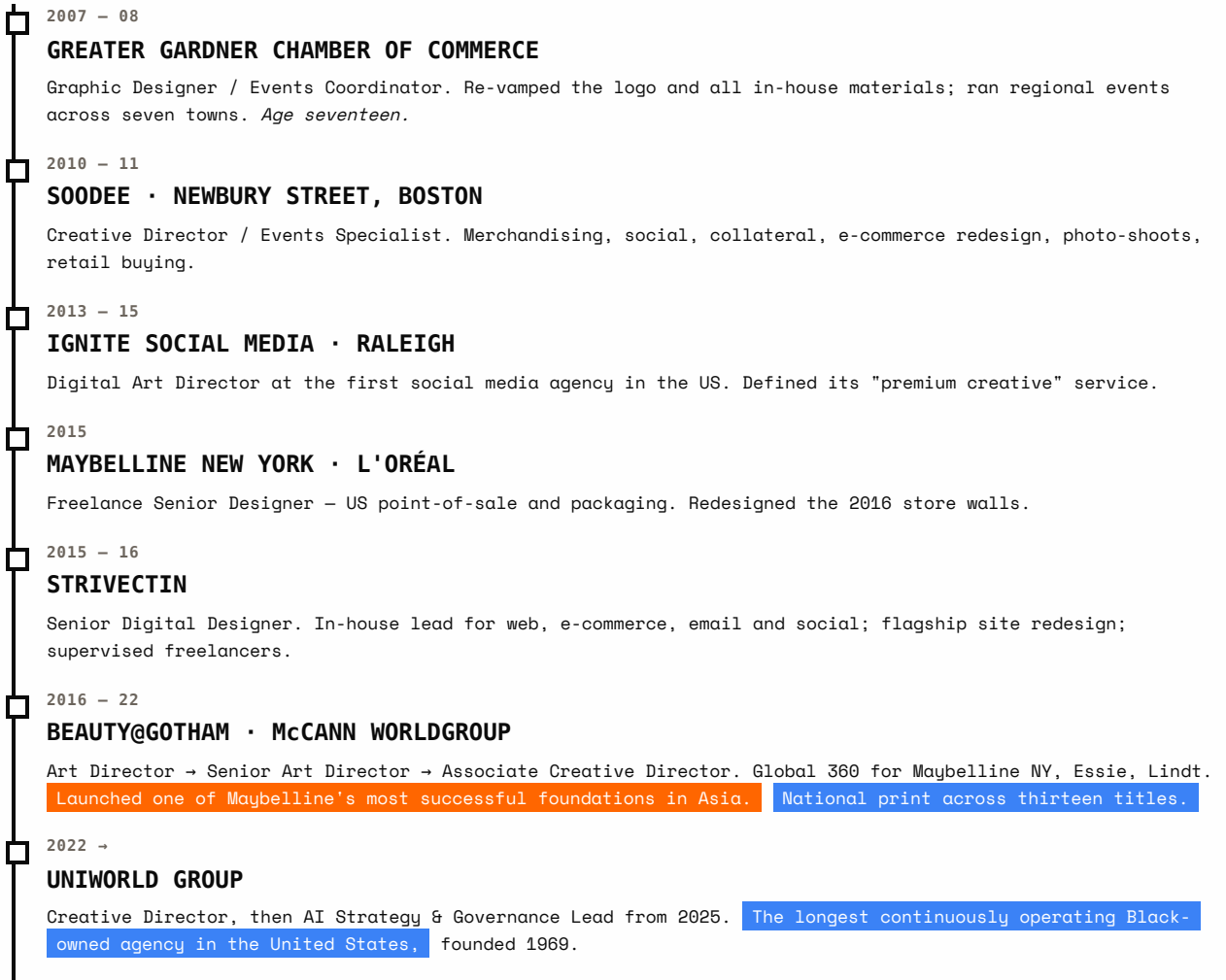
PRESS

Adweek · Ad Age

19
YEARS

SINCE THE
FIRST JOB

2007 →



03 WHAT I COINED

where no vocabulary existed

THE SEVEN STATES

A coined nervous-system taxonomy built on polyvagal theory and 19,000+ indexed entries. *"The states your body was already in, named."*

THE GOVERNANCE VOCABULARY

Approved Tools list • AI Tagging System • Language Watchlist v1.1 • the Human Edge framework. A category system for agency AI use where none existed, versioned and maintained rather than published once.

04 WHAT I WORK WITH

CREATIVE

Creative direction • culturally driven advertising • brand strategy • art direction • campaign development • event creative • prop design • production budgeting • on-set direction • pre and post • casting and styling • team leadership

CRAFT

Typography • zine design • book arts • ephemera • identity and web • copywriting • creative coaching

AI & SYSTEMS

Policy authorship • governance frameworks • training design • approved-tools curation • AI tagging • language watchlists • risk modeling • agent engineering • autonomous AI • MCP server design • Qdrant vector stores • NocoDB schema • n8n orchestration • self-hosted infrastructure

SOMATIC

Polyvagal theory trained (Porges, Dana) • Somatic Experiencing literate • trauma-informed

05 EDUCATION

BFA GRAPHIC DESIGN • Massachusetts College of Art and Design • 2008–2012 – the first freestanding public college of art and design in the United States

HARVARD AGENTIC AI • certified