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Dynamic professional with over 10 years of experience in driving technological innovation, process optimization, and customer engagement within a multi-brand environment. Proven expertise in executing robust strategies, establishing 3D standards, and streamlining processes to enhance quality and operational efficiency.

- Oversaw 3D production for teams across New York and China, ensuring alignment with brand goals and standards.
- Led brand growth and retention through innovative, customized solutions that meet partners' specific needs.
- Rapidly adaptable to emerging technologies and industry trends.

**Core Competencies:** Art Direction | Strategic Planning | Cross-Functional Leadership | Project Management | Product Visualization | 3D Modeling & Rendering | Rapid Technology Adaptation

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## EXPERIENCE

### **Hanes Brands** - New York, NY

*Lead 3D Visualization Artist, DPC*

May 2023 – Present

Lead all advanced digital rendering for the DPC team across all product categories in the Hanes portfolio.

- Identify internal and external use-case opportunities for advanced digital rendering.
- Oversee pilot projects to streamline processes with Browzwear.
- Onboard internal and external partners to ensure adherence to quality standards.

### **Tapestry** - New York, NY

*Senior Manager, DPC*

November 2020 – May 2023

Primary lead for existing and new 3D initiatives across all Tapestry brands. Built strong partnerships with key stakeholders in Design, Product Development, Global Merchandising, Visual Merchandising, and Customer Experience, advancing 3D technology to meet unique business needs.

- Led a cross-functional team of artists in New York and China to plan and implement comprehensive 3D solutions for large-scale projects.
  - Spearheaded the roll-out of Clo3D and Colorway pilots, identifying key stakeholders and use cases.
  - Developed proof of concept for Footwear, identifying workflow needs and risks.
  - Directed 3D modeling and visualization for Coach's first Virtual Showroom, collaborating across functions to optimize the project under tight deadlines.
  - Integrated 3D technologies within Coach and Kate Spade design and product development processes, accelerating decision-making and reducing physical sample requirements.
  - Implemented new 3D tools including Substance Suite, Clo3D, and Zbrush, boosting the efficiency of the DPC team at Tapestry.
  - Promoted a direct report to Manager, fostering team morale and productivity.
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## **Tapestry/Coach** - New York, NY

*Manager, DPC*

August 2018 – November 2020

Senior 3D Artist and Manager, overseeing accessory modeling and visualization for Coach and future Tapestry brands.

- Managed teams in New York and China, driving project completion under strict deadlines.
- Collaborated with cross-functional partners to assess needs and create tailored 3D roadmaps.
- Established “PVTrust,” an internal center of excellence focused on refining 3D processes and best practices.
- Pioneered “Coach Create,” an innovative consumer experience enabling customers to personalize silhouettes using photorealistic renderings, generating over \$1 million in sales within three months.

## **Coach** - New York, NY

*3D Artist, DPC*

June 2015 – August 2018

3D Generalist responsible for delivering high-quality 3D models and renderings for internal use across multiple business functions.

- Led a pilot for Modo modeling in SubD, establishing it as the standard software for modeling and rendering.
- Standardized modeling practices for team consistency and quality control.
- Partnered with the Photo Studio to develop an HDRI lighting setup for e-commerce.
- Created high-end animations and renderings for cross-functional teams in Design and Global Merchandising.
- Introduced rendering automation in Modo, reducing costs by phasing out Deltagen licenses.
- Developed a “sizzle reel” in After Effects showcasing team achievements, widely used across internal and external presentations.

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## EDUCATION

### **BFA, DIGITAL MEDIA**

Otis College of Art and Design, June 2007

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## SKILLS

### **Areas of Expertise**

Leadership | 3D Modeling | 3D Visualization | Texturing | Rendering | Animation

### **Technical Skills**

- **3D Software:** Modo, Clo3D, Browzwear, Substance Suite, Maya, ZBrush, DeltaGen
- **Design & Animation Tools:** After Effects, Photoshop (PS), Illustrator

### **Specialized Tools**

- Vizoo scanner