

SUMMARY

Design-Led Transformation Leader with 25+ years driving human-centered, business-critical experiences across Fortune 250 clients in financial services, travel, retail, industrial products, power & utilities, and consumer brands — including Wells Fargo, Nationwide Insurance, Royal Caribbean, Delta Air Lines, and Coca-Cola. I bridge creative vision with business execution, combining strategic foresight, GenAI strategy, and deep consulting expertise to sell, scope, and deliver complex client engagements that generate measurable revenue impact. A rare combination of advertising agency creative roots and enterprise consulting depth, with global perspective and fluency in English and Korean.

CORE COMPETENCIES

Human-Centered Experience Strategy (CX, UX/UI, Service Design) | Design-Led Innovation & Digital Transformation | Business Development & Engagement Scoping | Client Engagement Leadership | AI Strategy & Product Design | Strategic Foresight & Futures Thinking | Agile & Lean Transformation | Executive Facilitation & Stakeholder Alignment | Cross-functional Team Leadership (5–50)

PROFESSIONAL EXPERIENCE

EY (Ernst & Young)

2017 – Present

Senior Design-Led Transformation Architect | Innovation & Transformation Consultant

Lead human-centered design and digital transformation engagements across travel, financial services, retail, industrial, and power & utilities sectors. Responsible for selling, scoping, and delivering complex consulting engagements while building and managing cross-functional design teams and client relationships.

Selected Engagements & Impact:

- Sold and delivered a \$5M+ HVAC eCommerce product transformation for a national HVAC manufacturer, serving as Experience Integration Office across five concurrent product pods — eCommerce Portal, Tech Hub, Kiosk, Advanced Scheduling, and Order Management — ensuring experience consistency across all dealer touchpoints.
- Functioned as Design Advisor and Experience Integration Lead on a large national power & utility CX transformation, managing five concurrent experience design teams across complex cross-functional challenges and contributing to over \$100M in client sales impact.
- Co-created digital twin solutions for key US cities and a global smart city initiative; managed global creative team across ideation and implementation, and served as key advisor for solution visioning and stakeholder alignment.
- Led Royal Caribbean's Safety Center and Cruise Stateroom of the Future innovation — co-ideating, sketching, and designing eight immersive digital experiences under 'frictionless' concepts that helped executive audiences envision next-generation guest experiences.
- Built and scaled client-embedded design capability for a Fortune 500 automotive client — designed the physical innovation/collaborative space, developed innovation playbooks spanning design thinking, agile process, lean development, governance, and iterative scaling.
- Scoped and led design governance frameworks, cross-pod coordination mechanisms, and design system standards to drive consistency across multi-team digital transformation programs.
- Championed AI integration into experience design practice — developed GenAI-informed UX frameworks and AI strategy advisory services as emerging practice offering for industrial and retail clients.

Sparks Grove (A division of North Highland Global Consulting)

2015 – 2017

Innovation & Experience Consultant / Creative Director

- Designed and implemented human-centered strategies for major clients including Delta Air Lines and Coca-Cola, achieving measurable customer experience improvements and stakeholder alignment.
- Directed multidisciplinary teams to create transformative customer experiences, partnering with stakeholders to unlock new innovation opportunities and align creative work with organizational goals.
- Scoped and facilitated executive design thinking workshops and innovation sprints across retail and travel sectors.

iPlateia

2011 – 2015

Co-Founder, Chief Innovation Officer

- Co-founded and led development and launch of an advertising platform powered by ACR (Automatic Content Recognition) technology, revolutionizing content recognition and brand engagement experience.
- Secured over \$10M in investment funding through investor storytelling, product vision, and go-to-market strategy.
- Directed innovation-driven design and product processes, ensuring solutions aligned with user needs and market trends.

Morrison Agency

2004 – 2011

VP, Creative Director

- Provided strategic creative leadership across financial services, healthcare, and consumer brand clients — bridging creative innovation with business outcomes.
- Built and led teams of 12–20 creative professionals; managed end-to-end campaign production and digital experience delivery.
- Pioneered the agency's transition from traditional advertising to integrated digital experience design.

EDUCATION & CERTIFICATIONS

BA in Architecture, Design & Build AI Product and Services Art Direction/Communication Design Front-end Dev, UX/UI Strategy & Design	University of Pittsburgh MIT xPRO Portfolio Center (Miami Arts & Design School) General Assembly
Certified Scrum Master Certified PET UX Design Certified Foresight Accelerator	Scrum Alliance Human Factors International The Futures School

INDUSTRY EXPERIENCE

Financial Services | Travel & Hospitality | Consumer & Retail | Industrial & Advanced Manufacturing | Power & Utilities | Automotive | Healthcare | Communication & Technology