

Design leader with 18 years in the financial industry, running the New York design team and owning global brand standards at Lazard Asset Management. I build the templates, guidelines and workflows that keep a **nine-person design group across four regions** consistent — and I've led the pitch presentations behind some of the decade's largest listings.

EXPERIENCE

Vice President, Design Lead

June 2022 – Present

Lazard Asset Management · New York

- Lead a **team in New York** and set direction for the global group — two in London, two in Frankfurt, one in Hong Kong — through regular working sessions. Report to the Head of Content Strategy.
- Own **global brand strategy**, from master templates to the brand guidelines themselves, keeping output consistent across every region.
- Led the firm-wide migration to **Lazard Sans**, the proprietary typeface — set the phased timeline from announcement to legacy-font retirement, coordinated distribution and templates with IT, and supported teams through adoption.
- Built an internal **AI document tool** that converts any Word file into a branded, vetted document, extending design standards to teams without design support.
- Distribute and approve the team's workload from concept through execution, balancing capacity against deadlines and quality.
- Built and have run a **biweekly global design forum** for three years, convening designers across five offices — including some outside my reporting line — with themed seasons where each presents work, process or influences.
- Partner with **project managers and Channel Marketing** to set the process and creative direction for the projects the team delivers.

Senior Graphic Designer

Aug 2018 – June 2022

Lazard Asset Management · New York

- Led development of the **global design templates, guidelines and processes** — social media guidelines and templates, data visualization standards and iconography — still in use across regions.
- Designed corporate communications with stakeholders worldwide, translating requirements into on-brand solutions.
- Ran projects end to end in **Workfront**, from brief to implementation.

Senior Designer · Manager, Brand Standards

Feb 2008 – Aug 2018

New York Stock Exchange (ICE) · New York

- **Created and maintained the brand guidelines for ICE and NYSE**, led the rollout across both organizations, and managed the creative queue and design-team workflow.
- Lead designer for Listings and Marketing pitch presentations — customized decks that helped win **Alibaba, Airbnb, Spotify, Snap, Fitbit, ADT, Blue Apron** and Farfetch.
- Designed IPO day experiences, including a **facade banner mockup fabricated and installed on the NYSE building** — concept through vendor production to a fixed listing date.

Graphic Designer

Feb 2007 – Jan 2008

The College Board · New York

- Designed the layout of the **12-book CollegeEd series** in English and Spanish, plus fast-turnaround publication design.

Earlier: Brand Designer, Collective Works of Berek (2005–2007) · Graphic Designer, Finished Art (2003–2005)

EDUCATION

Cornell University

Project Leadership Certificate, 2019

Savannah College of Art and Design

MFA, Graphic Design

Pontificia Universidad Católica del Perú

BFA, Graphic Design

EXPERTISE

LEADERSHIP

Team & workload management · Brand governance · Stakeholder partnership

CRAFT

Corporate identity · Investor communications · Data visualization · Print production

TOOLS

Adobe Creative Suite — InDesign, Illustrator, Photoshop, Premiere, After Effects

Figma · PowerPoint · Workfront · HTML & CSS

LANGUAGES

English · Spanish (fluent)