

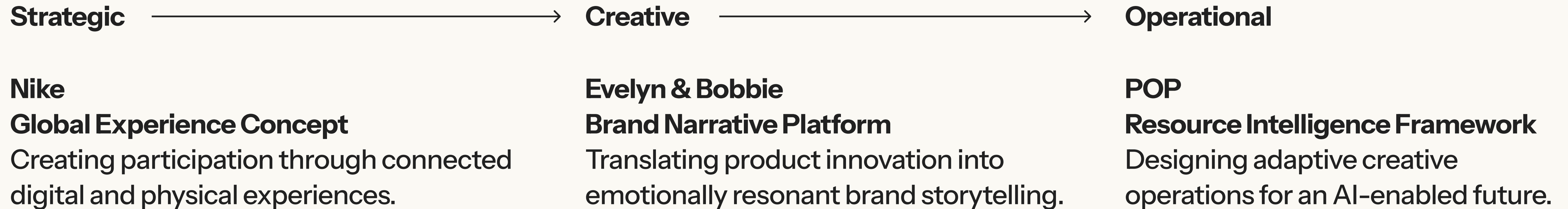
# Strategic. *Creative.* Operational.

Three examples of leadership across customer experience, brand storytelling, and organizational transformation.

The best creative leaders *move seamlessly* between strategy, creativity, and execution.

These case studies illustrate how those disciplines come together to create meaningful business impact.

# *Three facets of* **creative leadership.**



# Exploring new ways to connect digital engagement with *real-world participation.*

Global Experience Concept | Nike

Role: Creative Direction, Experience Design & Team Leadership

Nike Unite stores were created to serve local communities, but consumer behavior was rapidly shifting toward digital experiences and ecommerce.



**Community already exists.**  
**The challenge is**  
*motivating participation.*

# How might Nike Unite become more than a retail destination and instead become a *catalyst for local participation, connection, and discovery?*

Nike Unite was created to serve local communities, but much of the retail experience remained destination-based and transactional. The opportunity was to **connect digital engagement and real-world participation** through a concept that could scale globally while remaining locally relevant.

We stopped thinking  
about the store as  
the destination.

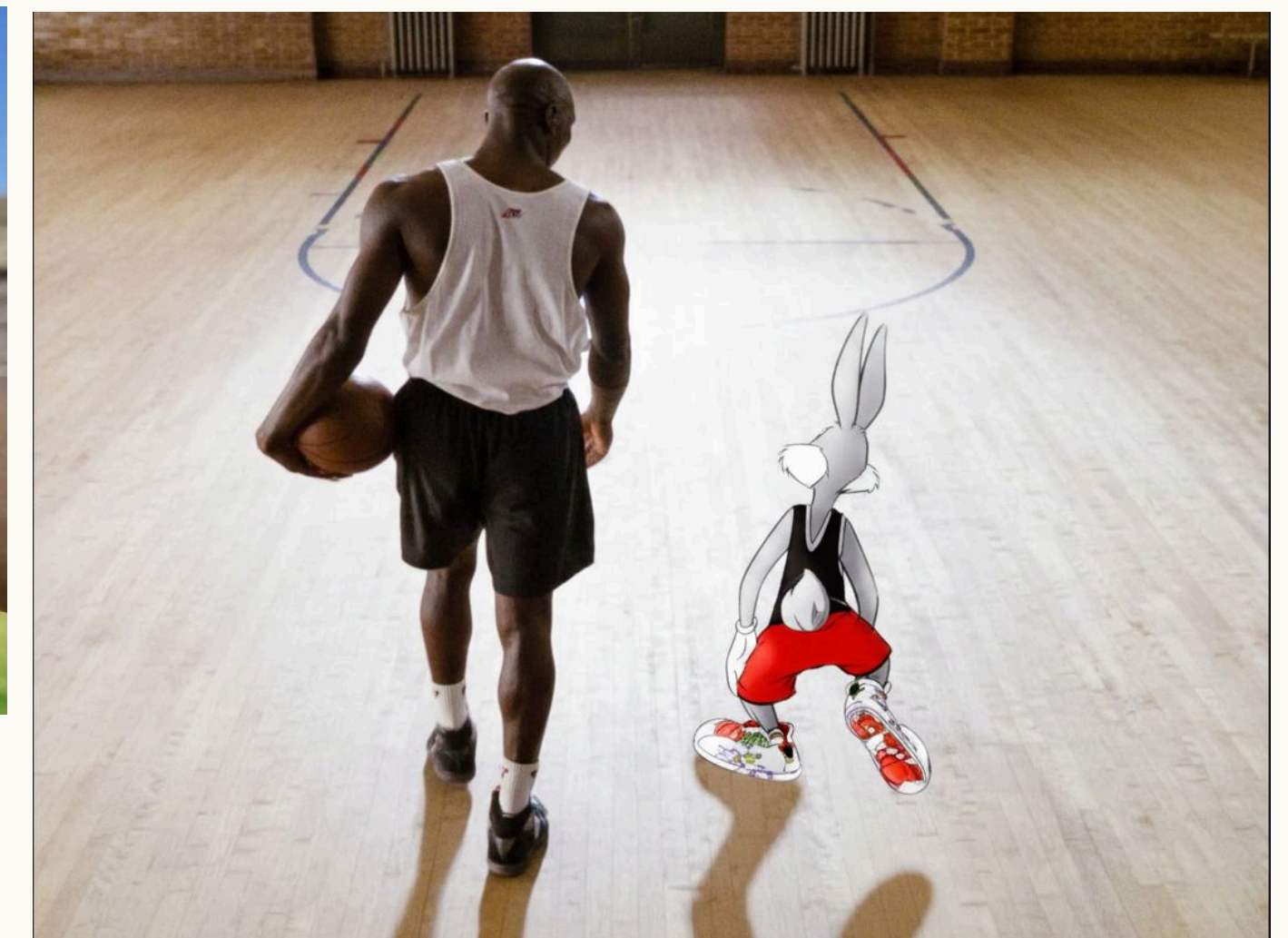


We made it *part of  
the adventure.*

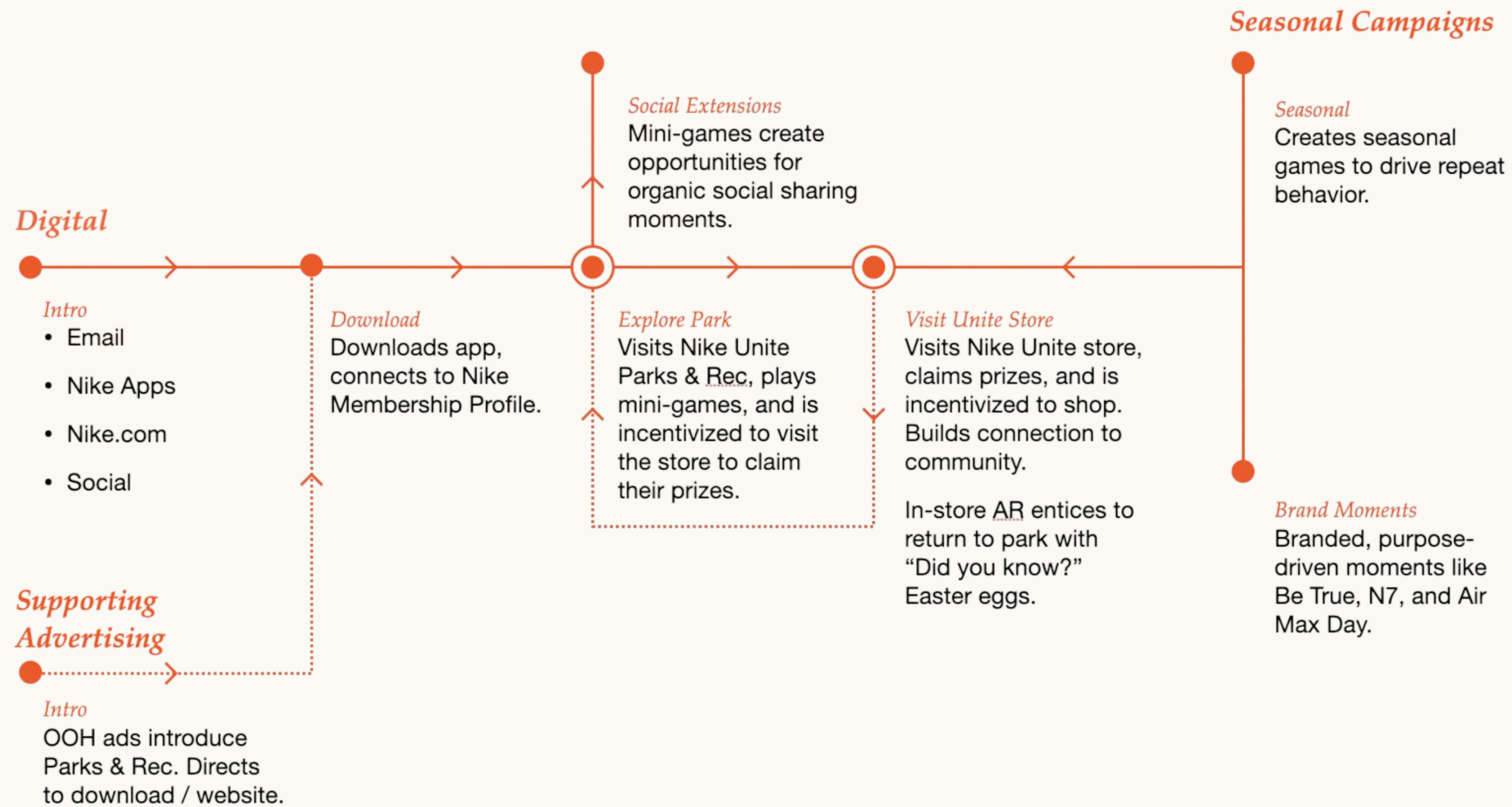
# What if *the neighborhood* became the playground?

Rather than asking consumers to come to us, we explored how digital engagement, gamification, and local discovery could transform the community itself into the experience.

The store became one touchpoint within a broader journey **designed to connect online participation with real-world action.**



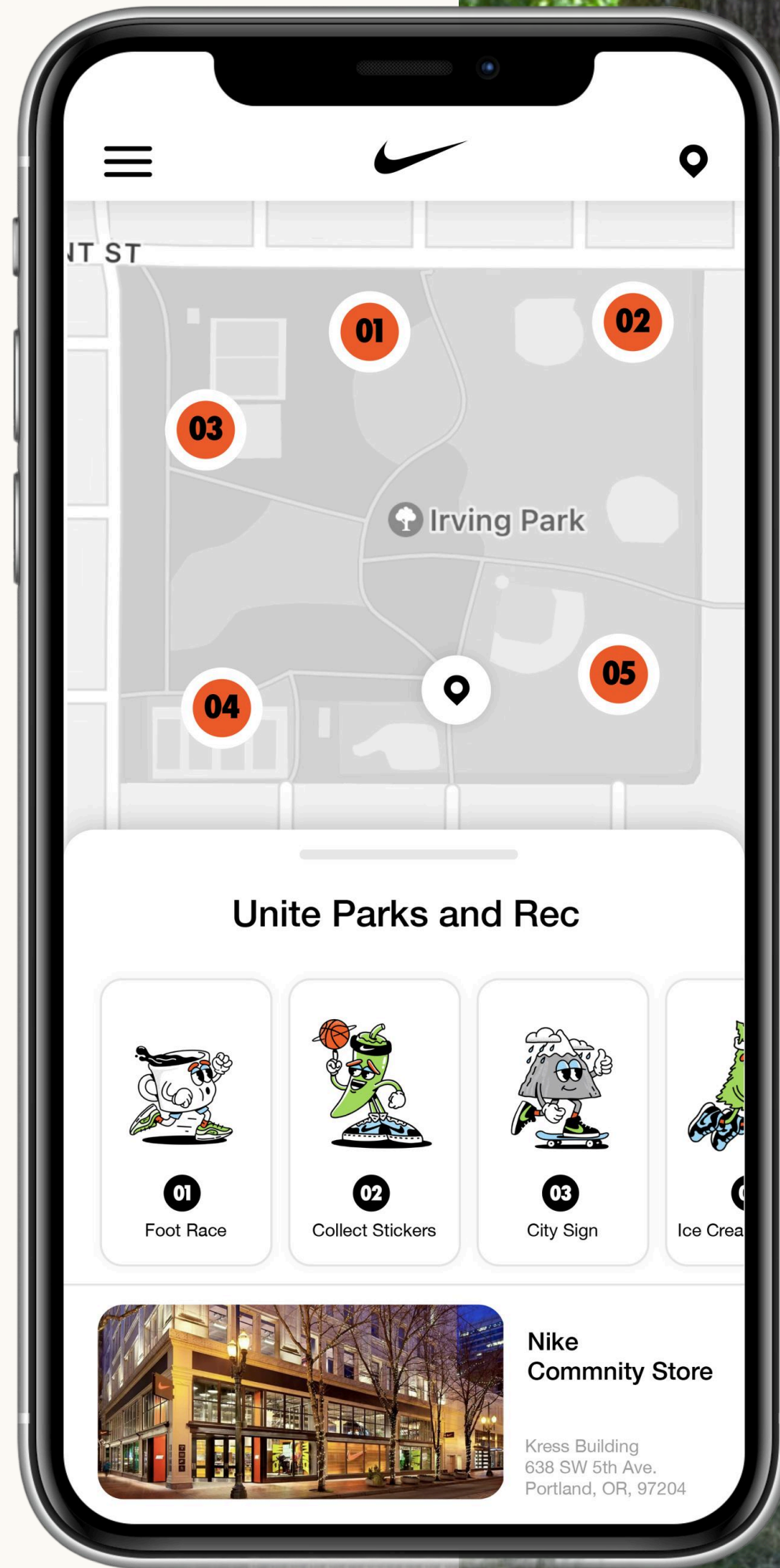
# Designing for participation across touchpoints.



Rather than treating retail as the destination, we designed a **connected participation framework** that could adapt to local communities while maintaining a consistent global experience model.

# Turning exploration into *play*.

The experience created a simple bridge between digital engagement and physical participation, **guiding consumers from the Nike app into neighborhood-based exploration and play.**



# Discovery led to *rewards*.

Collectibles, character unlocks, and mini-games created a sense of progression, while in-store redemption transformed digital participation into real-world action, **strengthening the connection between community engagement and Nike Unite locations.**



# The goal wasn't engagement alone. It was *measurable behavior change*.

Success would be measured by the movement from digital participation to physical engagement, with reward redemption serving as the clearest indicator of real-world action.

## Participation



- App downloads
- Challenge completion
- Repeat engagement

## Conversion



- Reward redemption
- Store visitation
- Repeat store visits

## Community

- Membership participation
- Local event engagement
- Ongoing participation

# Designing for participation creates *scalable engagement*.

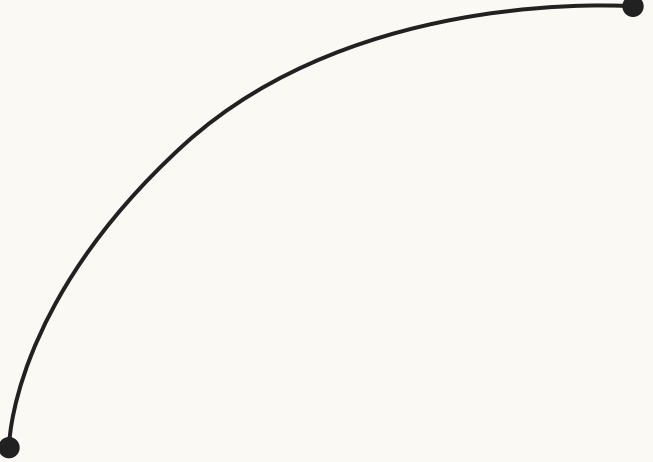
What began as a retail challenge became a systems challenge: how do you create a framework that can adapt to local communities while maintaining a consistent experience model globally?

# Translating brand strategy into *a scalable storytelling* platform.

Brand Narrative Platform | Evelyn & Bobbie

Role: Creative Strategy, Campaign Development & Production Leadership

Individual campaigns may capture attention, but consistent storytelling builds brand equity.



**A brand is built over time.**  
**The challenge is**  
*creating continuity.*

# How might we translate Evelyn & Bobbie's brand positioning into a *year-long storytelling platform*?

Evelyn & Bobbie's positioning established a strong strategic foundation, but individual campaigns risked being experienced as disconnected moments. The opportunity was to **create a cohesive narrative framework** that could guide content, campaigns, and product launches throughout the year.

**We didn't build  
individual campaigns.**



**We built a *narrative  
framework.***

## THE MAGIC IN EACH SEASON

Our brand expresses itself creatively by drawing inspiration from the magic that can be found in each season. Two of the four elements – Air, Water, Fire, Earth – correspond with each season: the one we most need and the one we most abundantly have.

SPRING



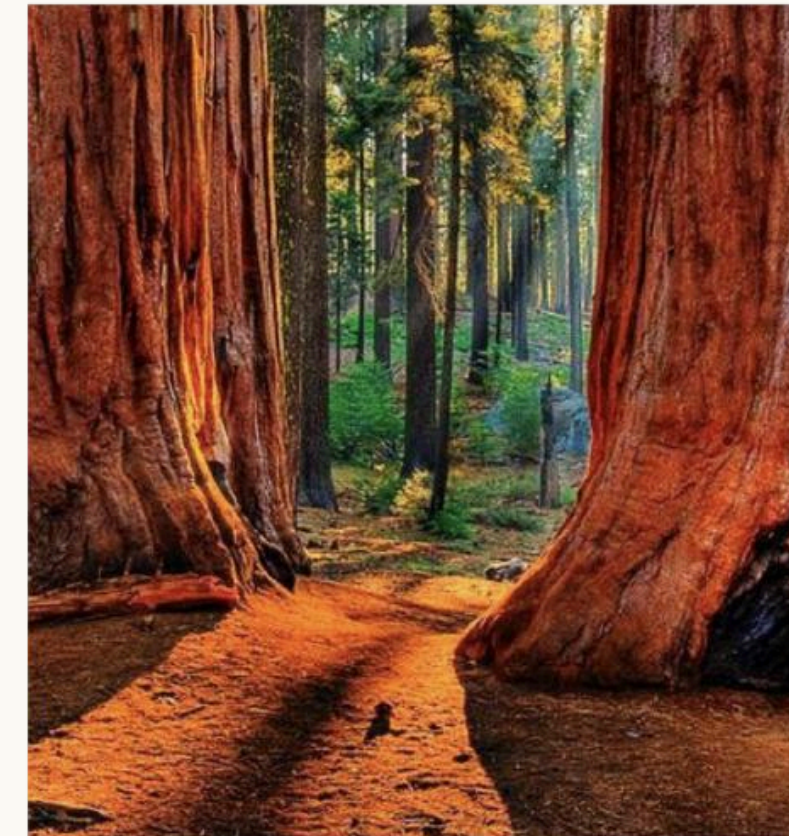
**Air** (the freshness of the breeze)  
**Earth** (the fertility of the ground)

SUMMER



**Water** (the quencher of thirst)  
**Fire** (the heat of the sun)

FALL



**Earth** (the spirit of harvest)  
**Air** (the coolness of wind)

WINTER



**Fire** (the fire of the hearth)  
**Water** (rain, snow and ice)

*One story.*  
**Four seasons.**

Seasonal campaigns were unified through a narrative framework inspired by the brand's core themes of Magic, Power, and Transformation.

# Capturing the *feeling of air* on your skin.

Inspired by the seasonal theme of Air, the campaign used flowing fabric, movement, and diverse casting to visualize Evelyn & Bobbie's core promise: **comfort so soft and light it feels like you're wearing nothing at all.**



# Bringing the concept *to life.*

Working within a small in-house team, I led **concept development, creative direction, casting, production planning, and shoot execution.**

The campaign brought the seasonal theme of Air to life through practical effects, movement, and diverse casting, without relying on heavy retouching or visual effects.



# The goal wasn't a single campaign. It was a brand story consumers could *recognize over time.*

Success would be measured by the framework's ability to create continuity across seasonal campaigns, strengthen brand perception, and support new product launches without losing the essence of the brand.

## Continuity



Seasonal storytelling continuity

Shared narrative architecture

Consistent creative expression

## Recognition



Stronger brand recognition

Clearer positioning

Emotional consumer connection

## Growth

New product category expansion

Increased brand visibility

Editorial recognition

# Creative systems create *creative freedom.*

With a clear narrative framework in place, each campaign could evolve creatively while remaining connected to a larger brand story.

# Designing creative organizations for an *AI-enabled future.*

Resource Intelligence Framework | POP

Role: Creative Direction, Organizational Design & AI Strategy

POP lacked a consistent way to estimate creative work, forecast resources, and plan delivery across different types of engagements.

**The future of creative work  
is uncertain.**

**The challenge is *planning for it.***

# How might we create a planning system that *adapts to different types* of creative work?

Traditional estimation approaches treated vastly different types of work as if they followed the same delivery model. The opportunity was to **create a flexible planning framework** that could account for different workstreams, staffing needs, timelines, and ways of working.

**We didn't build a  
better estimator.**



**We built a framework  
for *different ways*  
*of working.***

# Multi-Model Estimation & Resourcing Framework – *a planning system* for an AI-enabled future.

## Flexible Inputs

Adjust project size, complexity, and review cycles.

## Workstream Modeling

Distinct planning models for Campaign, Product, Content, and AI work.

## Capacity Planning

Model effort, team demand, and realistic delivery timelines.

## Financial Forecasting

Translate delivery assumptions into project fees and costs.

**MultiModel Estimation & Resourcing Dashboard**

Project Size Preset: **Large** | Project Type: **Campaign**  
 Expected review rounds: **3**  
 Project complexity: **High**

Calculated fields are protected. Adjust inputs above to explore scenarios.

Total Hours (no cont.)	Total Hours (with cont.)	Minimum feasible timeline — selected phase (weeks)*	Suggested Project Timeline (min weeks)**	Total Fee (no cont.)	Total Fee (with cont.)
980.16	1176.192	1.84	8.17	\$264,643.20	<b>\$317,571.84</b>

Phase	Hours (no cont.)	Hours (with cont.)	Weeks (suggested)	Fee (no cont.)	Fee (with cont.)
Phase 0	100	120.00	0.82	\$27,000.00	\$32,400.00
Discovery	200	240.00	1.84	\$54,000.00	\$64,800.00
Concepting	217.152	260.58	1.84	\$58,631.04	\$70,357.25
Design Dev	333.216	399.86	1.84	\$89,968.32	\$107,961.98
Production/Delivery	129.792	155.75	1.84	\$35,043.84	\$42,052.61
			<b>Total Weeks</b>		<b>Total Fee</b>
			<b>8.17</b>		<b>\$317,571.84</b>

\* This reflects the longest single phase when all roles are capped at ≤32h/week. It represents a capacity constraint, not the full project duration.  
\*\* This is the realistic end-to-end project duration, accounting for all phases, role caps, and staffing constraints.

# Every answer led to *one larger question.*

## Resource Planning

1,177 hours across five phases.

## Capacity Planning

A cross-functional team of strategists, designers, writers, and producers.

## Workflow Design

New workflows for AI-assisted delivery.

## Governance

Clear ownership and decision-making frameworks.

## Organizational Design

# What kind of organization does this require?

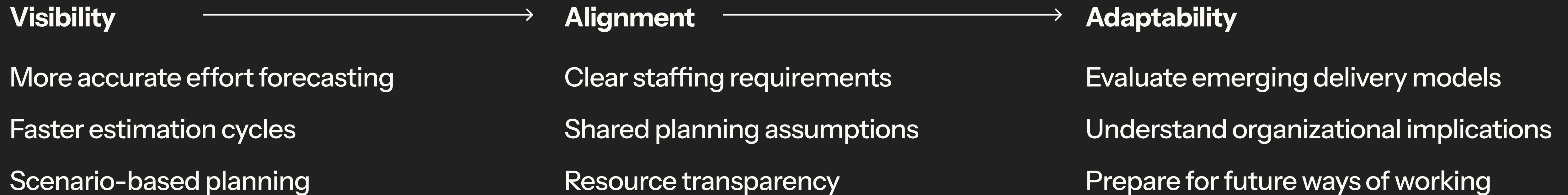
**We started with  
resource planning.**



**We uncovered  
an *organizational*  
*design* challenge.**

# The goal wasn't faster estimates. It was *better decisions*.

Success would be measured by the framework's ability to improve planning visibility, reduce estimation effort, and help leaders evaluate how different delivery models impact teams, workflows, and capacity.



# The next *creative advantage* isn't content. It's organizational design.

As AI accelerates content production, competitive advantage shifts to an organization's ability to continuously adapt its teams, workflows, governance, and operating model.

The next creative *advantage*.

**Across all three case studies, the greatest opportunities emerged not from individual campaigns, experiences, or tools, but from *the systems that enabled them.***

Nike  
**Participation Systems**

Evelyn & Bobbie  
**Narrative Systems**

POP  
**Organizational Systems**

**AI changes the work.**  
*Systems* **determine**  
**the outcome.**

Let's connect.

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