



INTRODUCTION

Design is my public voice—a medium through which I translate ideas into meaningful visual experiences. Over the past twenty years, I've learned that great design is more felt than seen. With this philosophy in mind, I have honed my expertise in design and strategic communication, using a distinct visual aesthetic to solve complex creative and brand challenges.

PROFESSIONAL EXPERIENCE

Co-Founder, Chief Operating Officer, Creative // Oct. 2024 – Present

Co-Founder (part-time) // Jan. 2019 – Oct. 2024

Hyphens and Spaces, Metro Atlanta GA

🌐 www.hyphensandspaces.com

Conceptualized and executed comprehensive brand identity from strategy through implementation, translating insights into narrative-led creative platforms across operations, sales, and training delivery.

Crafted creative across multiple formats including branded materials, proposals, and training collateral that built emotional connection with clients and drove business momentum.

Managed consultants and client relationships while collaborating across business development, operations, and sales to build integrated campaigns that performed throughout the acquisition and retention funnel.

Achieved an average of 35% year-over-year revenue growth over five years without external funding through strategic brand positioning and creative execution.

Senior Associate, US Creative Experiences Team // Apr. 2018 – Oct. 2024

PricewaterhouseCoopers LLP, Metro Atlanta GA

🌐 www.pwc.com

Led strategic programs and creative initiatives aligning with brand, marketing, and business objectives, impacting 50+ global events and conferences annually.

Partnered with a global creative team to design high-impact customer experiences across visual, digital, and verbal mediums, reaching thousands of stakeholders.

Developed digital assets, branded collateral, and experiential designs, enhancing engagement for 10,000+ attendees across various initiatives.

Executed fully branded event and environmental design strategies, elevating PwC's market positioning at industry-leading conferences and corporate events.

Production Artist Designer // Dec. 2012 – Apr. 2018

International Council of Shopping Centers, New York City

🌐 www.icsc.org

Developed and executed design strategies for conference marketing, reaching 70,000+ members in more than 100 countries.

Designed print and digital materials for deal-making meetings, educational events, and research initiatives, with a focus on conference products and signage.

Managed ad coordination and preflight content for top sponsors and members, including CBRE Group, JLL, Cushman & Wakefield, and Colliers International.

Production & Creative Manager // Feb. 2010 – Oct. 2012

Production Coordinator // Mar. 2007 – Feb. 2010

Informa plc, New York City

🌐 www.informa.com

Led design and production for Biotechniques and Bioprocess, two of Informa's highest-grossing publications, reaching over 250,000 industry professionals globally.

Supervised design coordinators, ensuring cohesive art direction and execution.

Managed production schedules and oversaw print, digital, and event materials.

Directed workflow for monthly magazines, including imagery approvals, print-ready files, and quality control.

Production Coordinator // Mar. 2005 – May 2007

The Energy Intelligence Group, New York City

🌐 www.energyintel.com

Coordinated production goals with global editorial and marketing teams.

Managed design and layout for daily, weekly, and monthly newsletters.

Ensured timely production and delivery of high-quality print and digital publications.

EDUCATION

Columbia University

Strategic Communications
Executive Masters of Science
Feb. 2018

The City College of New York

Electronic Design & Multimedia
Bachelor of Fine Arts
Jun. 2003

EXPERTISE AND SKILLS

Production & design management

Design & brand experience

Marketing design

Creative strategy

Photography

Typography

Video editing

Web design

Infographics

Social media content creation

Design software troubleshooting

SOFTWARE AND SCRIPT

Adobe Creative Suite CC/6

Microsoft Office Suite

SketchUp

Final Cut Pro

PitStop Pro

Java Script

HTML5/CSS

HONORS AND AWARDS

Recipient of Forbes

Next 1000 Honoree, 2021

Recipient of Platinum Hermes

Design Award for ICSC Open

Air Conference program

booklet, 2015

Huffington Post Religion applauds

the good work of Yusef Ramelize

and his project, Homeless For

One Week, 2012

Honored by Manhattan Borough

President with a Proclamation

as "Artist and Advocate against

Homelessness", 2011

PHILANTHROPY

Founder and Project Director

Feb. 2009 – 2019

Homeless For One Week

🌐 www.homelessforoneweek.com

Homeless For One Week is

an annual initiative to raise

awareness about homelessness

and to aid local agencies in

fundraising in New York City.