



◆ SUMMARY

Creative technologist with 20+ years across creative production and AI, including 11 years at Apple. I produce and finish video, motion, and audio, from editing and color through live and executive content, and I take AI-powered tools from idea to adoption: embed with a team, build around their real problems, and leave a repeatable playbook they can run. Deep in media and content production.

◆ SELECTED WORK

Shipped and live. Full portfolio at nana.works.

NANALOG. A browser-based creative instrument for moving images: image, video, 3D, motion, and titles on one canvas, with 50+ effects and 40+ generative models, built to export loops as GIF, MP4, or PNG. Live at nanalog.studio.

OutLOUD. Turns any post into a feed-ready audiogram in any language: multilingual text-to-speech, word-synced captions, and dubbing, rendered in the browser. Defined, built, and shipped end to end. Live at outloud.nana.works.

Voice Debrief Agent. Designed and built a production voice agent for an enterprise field-sales team: a rep talks instead of typing, the agent runs a scripted debrief, transcribes live, and returns a drafted follow-up email and tagged action items. Shipped fast on the ElevenLabs Agents Platform, architected to evolve into a developer-owned stack on the ElevenLabs Speech Engine for control over latency, data, and the conversation loop.

◆ EXPERIENCE

Head of Experience & Creator Growth · CR3 Labs

Jan 2024 – May 2026

AI & 3D Product Studio · Remote

- Produced product demos, tutorials, and walkthroughs end to end (editing, motion graphics, sound), plus the documentation and enablement resources that drove adoption.
- Owned product experience and roadmap input, partnering with engineering; designed AI production workflows and agentic pipelines.
- Grew the creator ecosystem to 25,000+ users across 800+ creators; turned feedback into prioritized product decisions.

Founder & Creative Director · NANA LIFESTYLE

May 2012 – Present

Creative studio and forward-deployed consulting · Los Angeles

- Run a forward-deployed consulting practice (nana.works): embed with businesses to ship AI tools, voice agents, workflows, and creative strategy.
- Directed music videos and brand films; produced original content across video, photo, and motion, managing assets from ingest through archival and delivery.
- Built Grammy-nominated MIKNNA into a commercial artist project earning across brand sponsorships, publishing, sync placements, merch, and streaming.

Sr. Learning & Development Manager · Enjoy Inc.

Jul 2016 – Sep 2022

Retail-tech startup founded by a former Apple SVP · Remote

- Built and scaled enablement systems as the company grew from 4 to 54+ markets; led sales enablement that contributed to a 25% revenue lift and cut onboarding ramp 33%.
- Partnered cross-functionally with enterprise partners (Apple, Google, AT&T, Sonos, BT/EE) to ship partner-facing programs.

Instructional Designer / Facilitator · Apple Inc.

Jul 2005 – Jun 2016

Apple Retail & Global Retail Training · 11 years

- Led global retail training and enablement for new store openings and Apple Business, as Apple Retail scaled from ~100 to ~490 stores across 20+ countries, in 11+ languages.
- Built curriculum and enablement resources that teams adopted globally; led train-the-trainer programs and flagship launches (Grand Central, Covent Garden).

◆ SKILLS

Creative Production: Final Cut Pro, Motion, Compressor, DaVinci Resolve (color); Adobe After Effects, Illustrator, Photoshop; Blender (3D); single- and multi-camera editing, color grading, motion graphics

Audio: Logic Pro; sound design, sound effects, and mixing; audio-reactive visuals and audiograms; podcast production

Delivery & Assets: ProRes, H.264 / H.265; media asset management, archival, and distribution workflows

AI & Build: ElevenLabs (TTS, Dubbing, Agents), Claude / Claude Code, ComfyUI, Fuser, Midjourney; AI workflow design; prototyping with HTML / JS, Vercel, and APIs

Product: Product strategy and roadmap; discovery to launch; requirements, prioritization, and portfolio consolidation; wireframing and diagramming (Figma); metrics; stakeholder management

Enablement & Collaboration: Documentation, playbooks, and SOPs for team adoption; executive and internal communications; live and streaming production (OBS); media and content production workflows; cross-functional with engineering and design

◆ CERTIFICATIONS

Apple Certified · Final Cut Pro · Logic Pro · AI Fluency · Teaching AI Fluency

◆ EDUCATION

San Diego State University · B.A. in Art, Multimedia (2007)