This portfolio contains samples of executed work that I wrote and conceptualized as head of content at Paddle8, MoMA and Fab, and consultant for PepsiCo.
The Collector: Robin Williams

Bid on favorites from the personal bike collection of the world’s funniest cyclist.
I wanted to commission him to do a series that I came up with called “The Billionaires...Masters of the Mortal Coil” because I wanted to immortalize all my billionaire friends, and as an art piece he made toys that looked like them. I sent one to Steve Jobs’ wife, one to Ronald Perlman, and one to my partner in Ratpac, James Packer. I also sent some to people whom I knew more as acquaintances than friends, and some I’ve never met. I’m sure they were freaked out by it. They probably thought it was some kind of voodoo doll.
Examples of content branding (titles, editorial and copy) for auctions.

Brett Ratner’s Hilhaven Lodge
Select works from one of Hollywood’s most storied homes

Director, producer, friend of cinema legends. Most of us know the Hollywood side of Brett Ratner. But he’s also a passionate collector of art and compulsive collector of ephemera. Here, he opens the doors to his storied estate, Hilhaven Lodge, to let you bid on a selection of his treasures.

Auction closed Dec 6 2016, 1 PM ET
Closed

Inside the Auction

Natural Born Storyteller
Brett Ratner on friendship, art, and how to live without envy

READ MORE
Beloved actor and comedian Robin Williams was an ardent cyclist and fierce advocate for people with disabilities. This auction honors his passions. Bid on a selection of favorites from Williams’s personal bicycle collection, donated by his children, in support of the Challenged Athletes Foundation and Christopher & Dana Reeve Foundation.

“We hope these bikes will bring their new owners as much joy as riding them, and helping these causes, always brought him.”
—The Williams Family

Inside the Auction

A Tribute to Robin Williams
Conan O’Brien shares fond memories of his friend Robin Williams’s love of bikes and passionate involvement in disability causes.

Cycle of Life
Robin Williams’s legacy of laughter, friendship, and sweaty spandex shorts.
Actor, filmmaker, artist, and voice of a generation. Dennis Hopper was an American icon who left an indelible mark on popular culture. This sale features his remarkable photographs in a special edition created for Paddle8, as well as a selection of unique billboards.

Inside the Auction

Camera Man

Marie Hopper looks back at her father Dennis’s life in art and abundant creativity.

“Our eyes are hungry all the time, and they have to be fed with color and light and flesh and humor.”
— Dennis Hopper
MoMA Design Store
Out of Home Ads

Outdoor advertising for MoMA Design Store. Shown on billboards, phone kiosks and posters by subway entrances.
Paul McCarthy Skateboards for MoMA

Created multi-channel storytelling campaign for exclusive launch of skateboards by artist Paul McCarthy including a printed newsletter and in-store wallscape.

CONCEPTED, WROTE AND SPEARHEADED PRODUCTION OF A PRINTED POSTER-CUM-NEWSLETTER THAT TOLD THE STORY OF PAUL MCCARTHY’S COLLABORATION WITH THE GLOBAL NON-PROFIT SKATEISTAN.
London Tech City

To celebrate NY Design Week, MoMA Design Store invited a group of London-based design firms to show their products. Together with these designers, I created a narrative for the exhibition and a manifesto for them as a collaborative group.

INSTORE: Soho

The great tradition of British hardware design is having a renaissance moment. In the past few years, a crop of young tech entrepreneurs has launched revolutionary products that provide solutions to modern lifestyle problems. These inventions are made by multi-disciplinary teams of engineers, scientists, artists and designers, who believe that design should, can and will reinvent the way we live.

These brands are part of a close-knit community that provides support, inspiration, resources and a sense of purpose. London Tech City marks the first time that this group has been formally recognized as a budding movement.

STORY

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MANIFESTO

We are the new makers of great British hardware
We sell globally
We support each other locally
We work multi-disciplinarily
We tackle large questions
We solve big problems
We design with and for people
This is a movement

--The Designers of London Tech City

London Tech City

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MoMA
In Store Signage

A selection of in-store signs, from product stories to sale promotions. Each sign was conceived with the intention of telling a story, even in the simplest of terms.

Go Under Cover! Save 20% on all umbrellas.

It’s Our World
Reduce waste and celebrate Earth Day with products that help you embrace a greener lifestyle and are made from renewed and recyclable resources.

MoMA DESIGN STORE
Sundays In Soho
Meet Make Listen
Discover Play Interact
Explore Build Connect
Enjoy Learn Share

#SundaysInSoho
Join our favorite artists, designers and collaborators the last Sunday of every month.
Visit MoMAStore.org/StoreEvents for more info.

Swiss Railways Clock
Meet one of the most iconic timepieces of the 20th century. In 1944, designer and engineer Hans Hilfiker created a modernist clock with an easy-to-read black and white face for the Swiss Federal Railways. Three years later, the model was enhanced with a striking red second hand that was shaped after the stationmaster’s hand-held signal. A classic was born. More than 3,000 Swiss train station clocks are still ticking today in all Swiss train stations.

Large (Red, Steel) $455 MoMA Exclusive in Red
Small (Red, Steel) $215
Email and Homepage Promos

Created overall concept and storytelling angles. Wrote all copy and collaborated on design and photography concepts.
When reading the menu, it seemed to have a perfect balance of colors that are easy to see and read.

Miyuki Blind Plate

The design is inspired for nature and the refreshing of spring.

Miyuki Vase

The design is inspired by nature and the refreshing of spring.

Miyuki Blinds

The design is inspired by nature and the refreshing of spring.

Miyuki Table Flag

The design is inspired by nature and the refreshing of spring.

Miyuki Cushion Cover

The design is inspired by nature and the refreshing of spring.

**The Art of Eating Well**

Most recipes are a habit. Here people say that they eat healthy food that makes you feel good in a marine restaurant. Says Ella U.S. S. M. of the Gates at MOMA, which are all filled with fresh vegetables, nuts, and various Indian sauces. Now, know the best places two out of the water. A mix of mushrooms and carrots can be a mix of vegetables. In the kitchen of Brown Madison Park and Lassen Station Events before being served Executive Chef at MUMO's Coke 2 and Terrace in 2015.

Learn More

Your Purchase Supports The Museum of Modern Art
Holiday 2015

Concepted theme and all copy for multi-platform “Season of Wonder” holiday campaign, including online categories and gift pages, storytelling video, email promotions in-store displays and signs and store windows.
PRODUCED AND DIRECTED VIDEO ABOUT PAPER ARTIST JEFF NISHINAKA’S HOLIDAY COLLABORATION WITH MOMA DESIGN STORE.
In the fall of 2013, I presented a summary of the Fab brand's essence that I called Happy Modern. This concept is at the core of Fab's re-branding for 2014, which I created all copy for.

In 2014 we refined our focus and returned Fab to its proper design roots.

From that emerged a clear understanding and crystallization of our aesthetic, Happy Modern, and our target customer, Thirty-Somethings.

This booklet is intended to be a little guide to Fab's DNA—a foundational handbook for our team to build upon and carry forward.

Smile, you're designed to.

Jason
**WELL MADE**
We believe in originality and quality. Things that are made with care and that you want live with and grow with.

**INNOVATIVE**
We look for products that reimagine classic concepts in a new and modern way.

**SIMPLE**
Uncluttered surfaces, pure lines, and simple materials—these are a few of our favorite things.

**INEXPENSIVE**
We believe in choosing well, not spending less of money. You don’t have to be rich to have good taste.

**FUNCTIONAL**
Good design solves problems, opens up new possibilities and makes life better.
Introducing
The Happy Modern Sofas
We reimagined your comfort zone.

The CUP Sofa

Cup packs more personality into each square inch than any other sofa. It has so much style that it's all you need to dress up any space.

COLOR OPTIONS

LEARN MORE
PRICES FROM $899

The CLIP Sofa

Clip is our most configurable sofa. It features six modular parts and a large range of colors and accessories. That means over 400 ways to create your own perfect seating system.

COLOR OPTIONS
Fab.
Happy Modern Show Room

Fab.
PRESENTS
HAPPY MODERN

Our way of life is what we call Happy Modern:
It’s about vibrant colors, strong shapes, innovative functionality and quality materials.

It’s about enjoying good design and caring about how it’s made. Every inch of our products reflects these ideas. We hope you like them; we made them from scratch!

#happymodern

CUP
Cup parts new personality into each square inch

Clip
Clip is the most versatile sofa.

FLIP
Flip for casual everyday style.
Fab.

Email Campaigns

Who's Your Daddy?
We Have A Perfect Gift For Him.

Blu Dot and Fab are kindred spirits. We believe in good design for everyone. That's why we teamed up on a collection of furniture and accents with clean lines, punchy hues, and clever functionality. It's for you...and to you...and even you over there on the left, too.

Fab.

YOU CAME. YOU SHOPPED. YOU SMILED.
Thanks for your first purchase. Here's a little something extra just for you. Take 25% off your next order of $100 or more. Hurry, ends February 10th!*

*REDEEM NOW
Single edition printed 50-page magazine that told 10-themed stories of 10 of Fab’s closest collaborators. Distributed at Salone Fair in Milan and ICFF in New York. Mailed to top customers. I created all editorial concepts, conducted interviews and wrote copy.
IN HIS ELEMENTS
Tom Dixon Picks His Top 10 Materials

Material matters. Tom Dixon. The influential British designer has handpicked 10 of
the most interesting materials he is currently working with, for its beauty, qualities, and
practicalities. "I've picked up a lot of materials in my time, and I've always been
interested in the way they interact with the world around us," he says. "It's something
about the way they look, feel, and behave that makes them interesting to me."

1. Copper: Not just an industrial material, but also a beautiful one. Copper's warm
hue and patina make it perfect for creating unique, one-of-a-kind pieces.

2. Zinc: A lightweight, durable material that is perfect for outdoor furniture. It
resists corrosion and weathering, making it a great choice for outdoor settings.

3. Aluminum: Light and strong, aluminum is ideal for creating lightweight,
modern furniture. It's also easy to recycle, making it a sustainable choice.

4. Steel: A classic material that offers both strength and durability. Steel
is perfect for creating structures that can withstand the test of time.

5. Glass: A timeless material that adds a touch of luxury to any design. Glass
is perfect for creating see-through structures that add light and
transparency to a space.

6. Concrete: A versatile material that can be molded into any shape, making it
perfect for creating unique, sculptural furniture. Concrete is also
environmentally friendly, as it is made from natural materials.

7. Wool: A natural material that is soft to the touch and perfect for creating
comfortable, plush seating. Wool is also great for creating cushions and
pillows that add warmth and texture to a space.

8. Wood: A classic material that adds warmth and character to any design. Wood
is perfect for creating chairs, tables, and other furniture pieces that add
a touch of nature to any space.

9. Paper: A lightweight, sustainable material that is perfect for creating
unique, lightweight structures. Paper is also great for creating
innovative packaging solutions.

10. Rubber: A versatile material that is perfect for creating durable,
waterproof materials. Rubber is also great for creating
innovative, sustainable products that are both functional and
environmentally friendly.

SITTING PRETTY
Blu Dot’s Toro Chair in 10 Steps

Walk into the Chicago showroom of Blu Dot, and you'll instantly feel
transformed. The clean lines and modern design of the Toro Chair
immediately catch your eye. The Toro Chair's sleek, minimalist design
is perfect for any modern space.

1. Begin by selecting the right materials for your Toro Chair. Blu Dot offers
a variety of options, including solid wood and metal, to ensure
that your chair looks just the way you want it.

2. Next, decide on the upholstery. Blu Dot offers a range of colors and
textures to choose from, so you can find the perfect match for
your space.

3. Once you have your materials and upholstery, it's time to start
assembling the Toro Chair. Blu Dot provides detailed instructions
for each step of the process, so you can easily build your chair.

4. Be sure to double-check all the parts before
tightening them in place. Blu Dot recommends
leaving a small gap between each part to
ensure that your chair is stable and
durable.

5. Finally, sit back and enjoy your new Toro
Chair. Blu Dot guarantees that you will
love the look and feel of your new
chair, and you'll be proud to show it
off to all your friends and family.

Whether you're looking for a
modern chair to add to
your home or need
something innovative
for a commercial space,
Blu Dot's Toro Chair
is the perfect choice.

Grady’s Cold Brew

Grady’s Cold Brew coffee quickly became famous around the Coast. First brewing where he worked, he started making batches for his friends, and as the demand increased he began selling it for cash in the street vendor. The next step was straightforward: to launch a full-time business. Which he did, in 2010, together with his wife and co-founder, Lisa. Today, Grady’s serves over 10,000 cups of coffee per day.
Valentine’s Day-themed campaign that highlighted designers who are couples. Produced and directed video about Brooklyn-based husband and wife team John and Svetlana Briscella.

http://vimeo.com/87103285
PEPSICO

Promotional copy for special projects.

FUTURE PERFECT

A fictional cult icon is brought to life with Pepsi Perfect. First introduced in a hit movie from 1989, the space age-inspired soda was the drink of choice in the film’s vision of the future. Approaching October 21, 2015, a key date in the movie’s plot, we had a once-in-a-lifetime opportunity to merge science fiction with real life.

Over food and drink, ideas are born. Join us on the journey. NSPIRE.
As a freelance consultant, I helped PepsiCo’s Design and Innovation Center define its brand voice for promotional book and web projects. By interviewing the designers and telling the story behind each project, I gave their visual concepts a voice and words.