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Introduction

As a Store Design & Production Lead at Microsoft Experience Centers, I have over 10 years of experience in creating high-impact demos and experiences that showcase the best of Microsoft's products and services. I am an experiential marketing expert, with a proven track record of delivering innovative and engaging solutions that drive customer loyalty and brand love.

My passion for technology, creativity, and customer interaction has led me to work on diverse and exciting projects, such as Microsoft's Flagship London Store Design, Microsoft Visitor Center Redesign, several Xbox Console Launches, and the Surface and Liberty collaboration in London, which won several awards for its original and immersive concept. I am always on the lookout for new trends and inspiration, whether it is from traveling, exploring the outdoors, or spending the day looking for new brand activations in cities I'm visiting. I believe in the power of 'peak moments' to create lasting impressions and emotional connections with customers, and I strive to achieve this vision with every experience I design and deliver.

Building on my extensive experience in store design and production at Microsoft Experience Centers, my career journey reflects a blend of entrepreneurship, technological innovation, and creative marketing. My decision to pursue business ownership early on, starting with Poulsbo Pasta Company, was a transformative step that instilled in me a profound understanding of strategic business management and customer engagement.

My approach combines hands-on experience with a commitment to quality and strategic growth. I excel in fostering collaborative environments and driving projects that not only meet but exceed expectations.

My career is a testament to my passion for driving progress, embracing new challenges, and delivering results that create impact and foster brand loyalty. Whether it's through cutting-edge technology, engaging marketing strategies, or unique customer experiences, I am dedicated to delivering excellence in every endeavor.



Wonka Holiday Window

Holiday '23

The Wonka Window activation was a standout project in my career, I spearheaded the concept creation and led a dynamic team in its execution. In collaboration with WB, we crafted an innovative and engaging experience: a custom-designed, Wonka Toolbox-themed puzzle that captivated audiences. My role encompassed overseeing the end-to-end production process and managing the project from its inception to its successful completion. This activation was launched across three strategic locations, achieving remarkable traction with over 6,000 activations. The project not only garnered significant foot traffic but also achieved a wide digital footprint, amassing over 5 million views across various social media platforms. This success was a testament to the effective blend of creative concept, engaging content, and strategic execution, positioning the project as a benchmark in experiential marketing.

- ✓ STUDIO COLLABORATION
- ✓ CONCEPT IDEATION & DIRECTION
- ✓ CUSTOM PUZZLE CREATION
- ✓ AGENCY MANAGEMENT
- ✓ ASSOCIATE TRAINING

[Experience Video](#)



XBOX | BARBIE COLLAB

Summer '23

Our Barbie activation stands as a hallmark of innovative and inclusive design in experiential marketing. At the core of this project was a custom-wrapped simulator, ingeniously transformed to resemble Barbie's iconic car, offering an immersive and interactive experience for participants. A standout feature was the creation of a high-end, Instagram-worthy Barbie box. This installation was not only aesthetically appealing but also robustly designed to withstand the rigors of daily retail interaction. Significantly, it was one of the few installations of its kind that prioritized accessibility, ensuring that it was welcoming and usable for people with disabilities. This thoughtful design consideration set our activation apart, underlining our commitment to inclusivity in brand experiences. The Barbie activation was more than just an event; it was a celebration of inclusivity, engagement, and innovative design, resonating deeply with a diverse audience.

- ✓ STUDIO COLLABORATION
- ✓ CONCEPT IDEATION & DIRECTION
- ✓ CUSTOM FIXTURE DESIGN
- ✓ AGENCY MANAGEMENT
- ✓ ASSOCIATE TRAINING



ADAPTIVE HARDWARE DISPLAY

Holiday '22

The Microsoft Adaptive Hardware display in London was a project close to my heart, reflecting a deep commitment to inclusivity and accessibility in technology. Designed from the ground up, this display was a testament to our dedication to making technology accessible to everyone. It featured innovative height-adjustable elements to accommodate customers with mobility disabilities, and incorporated Braille for those with low or no sight. Showcasing adaptive hardware for both Xbox and Surface, it was more than just a display; it was a bridge to a world where technology empowers everyone, regardless of their abilities.

My role involved collaborating closely with Microsoft's accessibility teams and engaging directly with guests who face ability challenges. Each interaction was a learning opportunity, and a humbling reminder of the importance of designing with empathy and understanding. It was an honor to contribute to a project that not only showcased our products but also embodied Microsoft's ethos of empowering every person on the planet to achieve more.

- ✓ CROSS TEAM COLLABORATION
- ✓ FIXTURE DESIGN
- ✓ AGENCY MANAGEMENT
- ✓ ASSOCIATE TRAINING



SURFACE X LIBERTY POP-UP

Holiday '22

In 2022, we launched an exclusive Surface Pro at Liberty, featuring the Surface Liberty Pop-Up. My role involved leading design and strategy, combining Liberty's heritage with our innovation. The pop-up, situated in a prime Liberty spot and extended to our London Microsoft Center, turned into an engaging space reflecting the special-edition Surface and our shared history with Liberty.

Together with Liberty's VM team, we crafted an experience beyond a mere display, weaving a story through visuals and design. This endeavor won the VM&D Award for Best Non-Fashion Retail Concept of 2022, gained vast media coverage, and spiked our social media viewership, affirming the impact of our collaborative and strategic approach in transforming retail.

- ✓ CROSS RETAIL PARTNERSHIP
- ✓ CONCEPT DESIGN
- ✓ DESIGN & FABRICATION OVERSIGHT
- ✓ AGENCY MANAGEMENT
- ✓ PARTNERSHIPS & CO-MARKETING



FORZA x MCLAREN SIM

Summer '22

The resounding success of the Forza franchise experiences in Microsoft Stores, coupled with the overwhelming reception of this experience, previously installed in our London MEC, inspired us to take an audacious step with the McLaren Simulator in NYC. Positioned prominently on the second floor, the simulator is not just an attraction but a statement, capturing the gaze of passersby on 5th Avenue. Our collaboration with the McLaren Automotive Group was pivotal; they provided a genuine car which we meticulously retrofitted. Removing the driveline components, we installed cutting-edge motion actuators integrated into the car's frame.

This technology simulates the adrenaline-inducing sensations of carving through corners, and the push-pull of acceleration and braking, all perfectly synced with the in-game action. This installation broke the conventional retail mold, creating an immersive and visually arresting experience that continues to draw enthusiasts and curious onlookers alike.

- ✓ EXPERIENCE IDEATION
- ✓ PARTNERSHIP & CO-MARKETING
- ✓ ENGINEERING & VENDOR MANAGEMENT

XBOX CONTROLLER DISPLAY

Summer '21



The Xbox Controller Display in London, Sydney and New York City was conceived out of the necessity to showcase a diverse and rapidly expanding range of controllers in a manner that was both accessible and engaging. Understanding the importance of tactile interaction, we designed a space where customers could not only view but also handle and appreciate the craftsmanship of our controllers in one convenient location. A highlight of this display was the intricate exploded view of the Elite Series 2 controller, developed in close collaboration with the hardware design team, which artfully revealed the sophisticated technology within.

This innovative approach not only enhanced the customer experience but also significantly boosted controller sales in these flagship locations. The display received commendation for its creative presentation and effectiveness, earning high praise from both our controller product marketing team and the Xbox community, reaffirming our commitment to immersive retail experiences.

- ✓ FIXTURE DESIGN
- ✓ CROSS ORG COLLABORATION
- ✓ VENDOR MANAGEMENT



WARTHOG SIMULATOR

HOLIDAY '21

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- ✓ FIXTURE DESIGN
- ✓ CROSS ORG COLLABORATION
- ✓ VENDOR MANAGEMENT



SURFACE DJ BOOTH

SUMMER '22

The Surface DJ Booth is a symphony of technology and music, conceptualized to celebrate a harmonious partnership between Surface, Windows, and Beatport. Set within the bustling heart of our Microsoft Experience Centers in NYC and London, the booth is a platform that empowers aspiring DJs to spin tracks and showcase their talents. It's more than just an interactive display; it's an authentic DJ experience that places our customers in the heart of a professional music production environment, all while demonstrating the unparalleled power and stability of the Surface family. The design of the booth adheres to the stringent brand standards of Microsoft and Surface, ensuring an experience that's both premium and engaging. This initiative has not only resonated with our customers by creating memorable moments and cultivating brand love, but it has also doubled as a functional DJ booth for events, underscoring its versatility and the success it has achieved as an experiential retail feature.

- ✓ FIXTURE & EXPERIENCE DESIGN
- ✓ DEPLOYMENT & SUPPORT
- ✓ VENDOR MANAGEMENT
- ✓ PARTNERSHIPS & CO-MARKETING



HISTORY OF XBOX

SUMMER '22

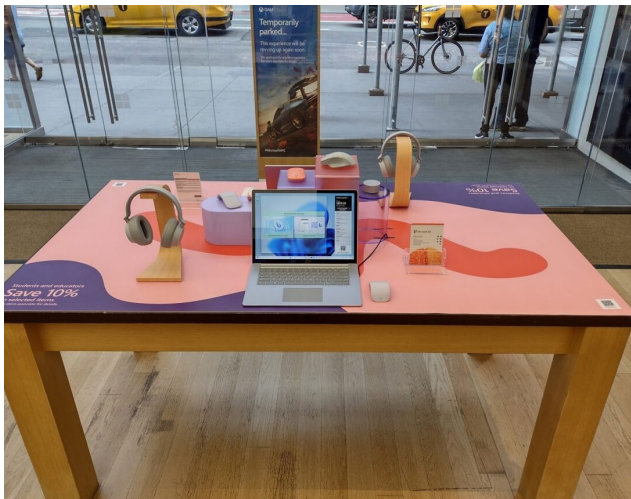
In the heart of NYC and LDN, our History of Xbox Display has become a cornerstone attraction, resonating deeply with gaming nostalgia and the communal history of our fans. Drawing inspiration from the acclaimed 'Xbox: Power On' documentary, this exhibit takes visitors on a journey through the evolution of Xbox, with iconic consoles and artifacts from each of the four major console generations on proud display. Our collaboration with a skilled external agency allowed us to develop a bespoke app that not only replicates the user interface of each era but also guides users through the seminal moments highlighted in the documentary. A meticulous replica of the original Xbox prototype adds an authentic touch to the ensemble, bridging the gap between past and present.

- ✓ CONCEPT DESIGN
- ✓ CUSTOM APP UX DESIGN
- ✓ INSTALL & PRODUCTION
- ✓ VENDOR MANAGEMENT

VISUAL MERCHANDISING



HOLIDAY '23



BACK TO SCHOOL '23



HOLIDAY '23



FALL '23



SYD MARKETPLACE '23

EVENTS



FALL LAUNCH '23



FALL LAUNCH '23



MICROSOFT STORE ANNUAL MEETING '20



FALL LAUNCH '23



FALL LAUNCH '22

ADITIONAL PROJECTS



DVLED RETROFIT '24



DUNE ORNITHOPTER SIM '24



GAMING LOUNGE DESIGN '19



WINDOWS 11 DISPLAY '21



LEAGUE OF LEGENDS DISPLAY '19