

8+ years merging physical fashion, gaming ecosystems, AI and AR, leveraging consumer psychology to drive adoption

 [Portfolio](#)

 [Linkedin](#)

Technical Skills

Design & AI: Figma, CLO3D, Midjourney, ChatGPT

Web3 & Gaming: Roblox Studio, Unreal Engine, NFT Minting, Spatial.io

AR/Data: Unity, Google Analytics, Advanced Excel

Project Management: Asana, Trello, Slack

Core Competencies

Tech-Integrated Brand Strategy

- NFT Monetization | Phygital Retail
- AI-Powered Creative Direction (Midjourney → CLO3D → Production)

Gaming & Digital Fashion

- In-Game Economies
- AR/VR Wearables | 3D Asset Pipelines and Creative Direction

Operational Execution

- Scalable Production Management (12+ collections, 35% cost reduction)
- Cross-Platform Partnerships (Vogue, Forbes, Web3 platforms)

Data-Driven Storytelling

- Behavioral Psychology in Marketing | Viral Campaign Architecture
- Web3 Go-To-Market Strategy | Community-Led Growth

Key Achievements

- **Featured in WWD** for brand's tech integration strategy development [[Article Link](#)].
- **Collaborated with Vogue Spatial** on first metaverse partnership, driving 500K+ social impressions.
- **Drove 340% revenue growth at ILONA SONG** through hybrid AR/physical collections and EA Covet Fashion collaboration (2.2M impressions).
- **Achieved \$0.30 CPI** (70% below industry avg) for Good Morning Games.
- **Launched multi-format collections** across 5+ digital platforms simultaneously, a first for the brand.

Experience

Consulting CMO

Good Morning Games

Aug 2024 – Mar 2025

- Expanded client base by 340% in 12 months via metaverse collaborations (Vogue Spatial) and digital/physical drops.
- Produced 6 physical collections with blockchain authentication (NFC chips), featured in WWD/Vogue.
- Partnered with EA's Covet Fashion (2.2M impressions) to bridge digital fashion and gaming economies.
- Streamlined product delivery timelines by 30–65% through AI-assisted sourcing.

Head of Growth & Marketing

ILONA SONG

Oct 2021 – May 2025

- **Expanded** client base by 340% in 12 months via metaverse collaborations (Vogue Spatial) and digital/physical drops.
- **Produced** 6 physical collections with blockchain authentication (NFC chips), featured in WWD/Vogue.
- **Partnered** with EA's Covet Fashion (2.2M impressions) to bridge digital fashion and gaming economies.
- **Streamlined** product delivery timelines by 30–65% through AI-assisted sourcing.

Brand Coordinator

Gooroo.guru

Feb 2020 – Aug 2021

- **Unified** brand identity across digital/physical touchpoints.
- **Identified** 3 untapped partnership verticals using Google Analytics, increasing lead flow by 40%.
- **Directed** cross-functional teams to align assets and UX/UI design with core brand narrative.

Additional Experience

Stylist, Art Director, Sourcing Garment Production, Creative Assistant at L'Officiel

Education

Parsons School of Design
BA Fashion Communication

Eugene Lang The New School
BA Economics