

Putting the
art back into...

THE ART *of* SHAVING
NEW YORK

®





THE ART of SHAVING[®]
NEW YORK

REBUILDING A HERITAGE BRAND FOR MODERN DIGITAL PERFORMANCE

**Band 2 Creative & UX Leadership
Website. Brand. Video.
3.5 Years of Transformation.**

Rebuilding a heritage grooming brand through digital transformation, cohesive brand systems, and performance-driven creative execution.

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THE OPPORTUNITY:

When I stepped into the role, TAOS faced a critical inflection point:

- Fragmented brand expression across channels
- Inconsistent digital experience
- Limited scalability in creative production
- Heavy reliance on external agencies
- Need to modernize while preserving brand heritage





CREATIVE & UX/UI LEAD

(Band 2)

Owned end-to-end creative direction and UX strategy across TAOS digital ecosystems, partnering closely with Gillette and cross-functional teams.

Scope included:

- Website redesign & UX architecture
- Brand system evolution
- Video and content strategy
- Scalable design systems
- Operational workflow optimization

Acted as an internal “agency on demand.”



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Shaving Cream
Crème à raser

SANDALWOOD

150 ml e (5 FL. OZ.)

The background is a soft-focus image of a product bottle, likely a skincare item, with a pump dispenser. The bottle is centered and slightly to the left. Overlaid on the image are large, semi-transparent, light-colored words in a sans-serif font. The words are arranged in a grid-like pattern, with some overlapping. The words include 'INSPIRATION', 'ANAL: REFINING', 'DAILY MAINTAINANCE', and 'LUXURIOUS'. The overall aesthetic is clean, modern, and professional.

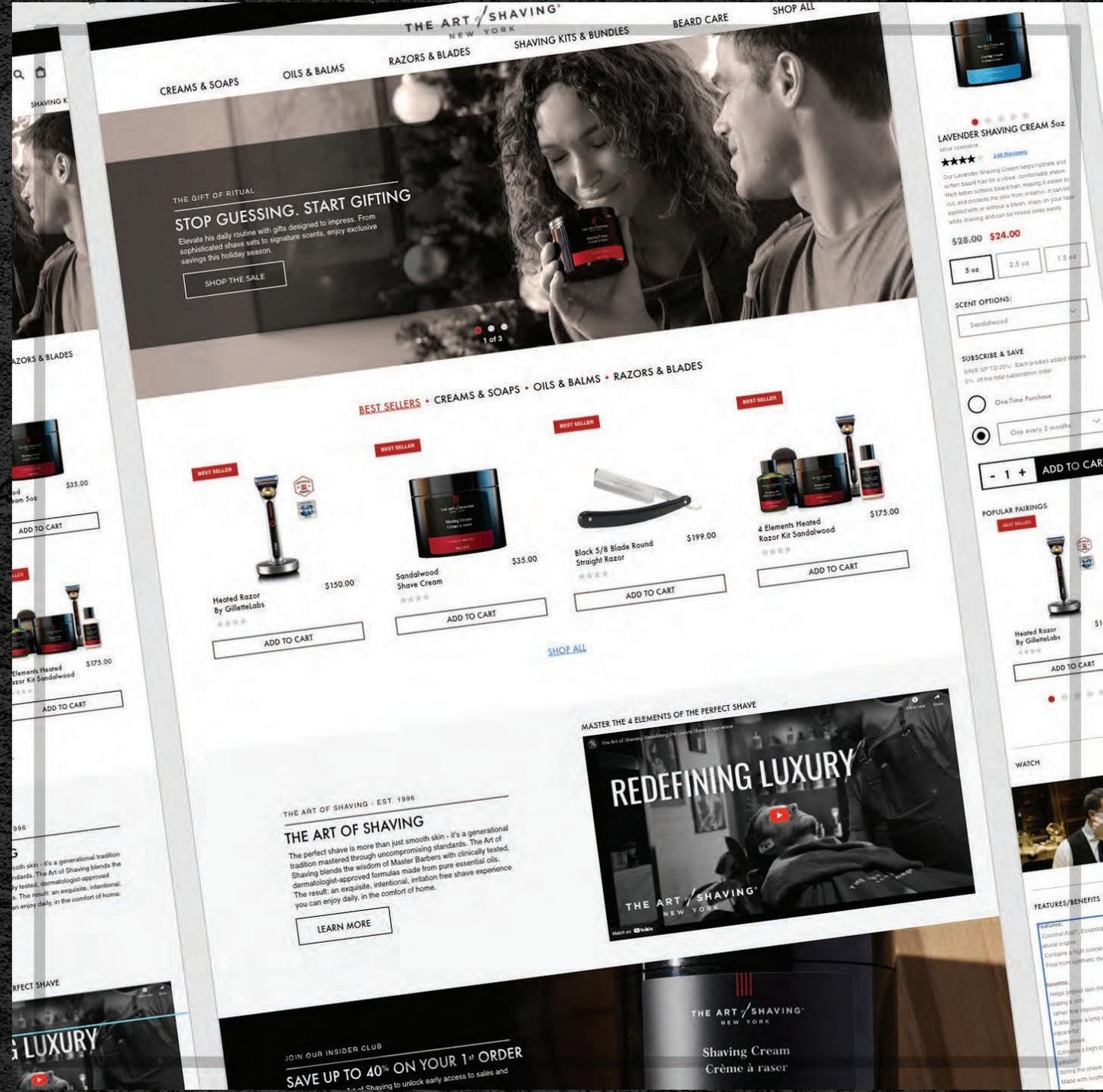
WEBSITE REDESIGN

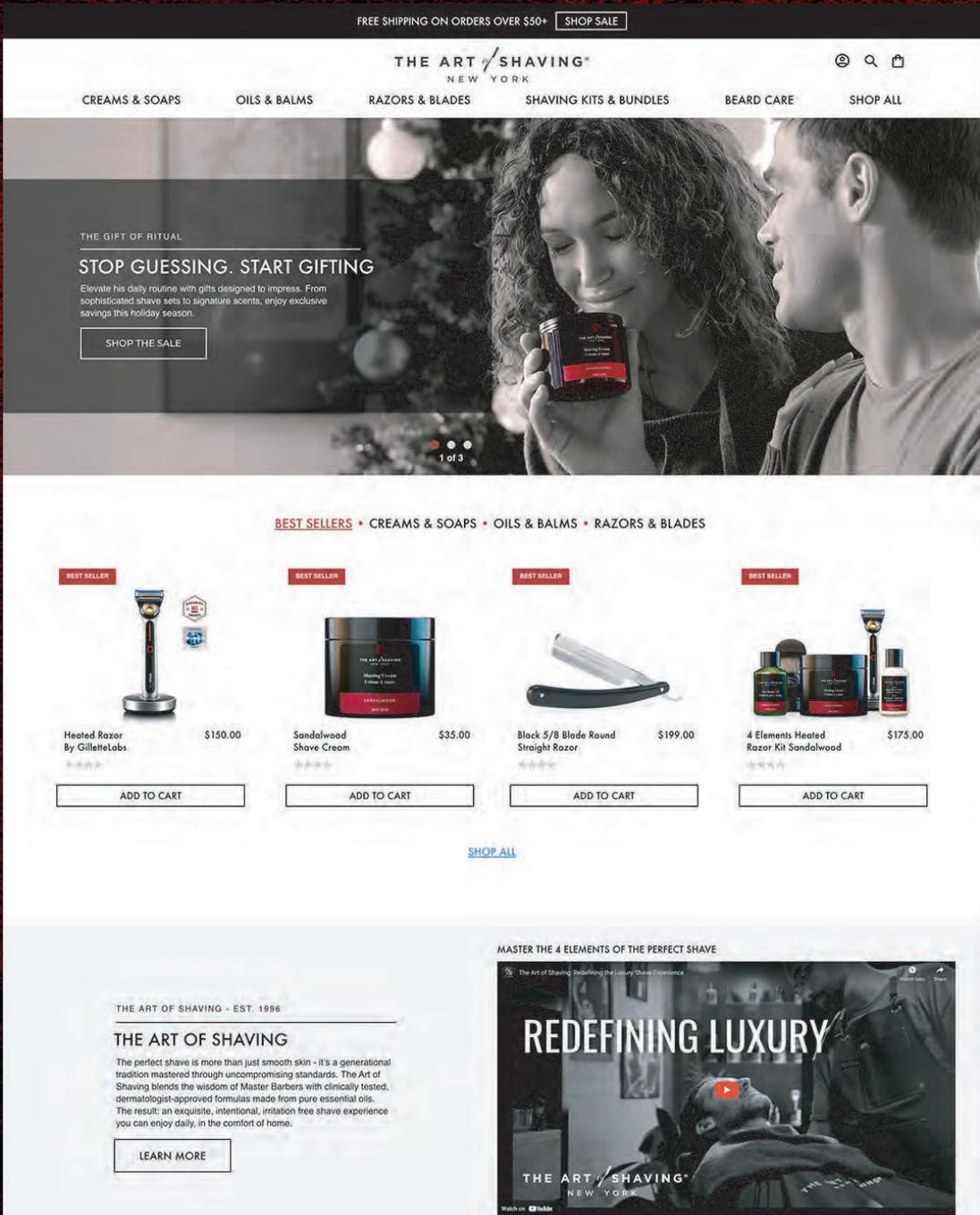
FROM TRANSACTIONAL TO EXPERIENTIAL

The previous site functioned primarily as a storefront. The redesign repositioned the experience as a ritual.

Objectives:

- Elevate storytelling
- Improve mobile performance
- Clarify product architecture
- Increase conversion clarity
- Strengthen brand immersion





UX STRATEGY & ARCHITECTURE :

Building a Scalable Digital Foundation

- Mobile-first restructuring of navigation and hierarchy
- Simplified product taxonomy and PDP design
- Component-based design system implementation
- Conversion-focused storytelling
- Clear education around the shaving ritual

Balanced brand artistry with performance rigor.

RESULTS BEYOND AESTHETICS

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**BRAND
REDESIGN**



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REBUILDING THE CREATIVE VOICE

Defining the Brand Triangle

- The Exquisite Shave
- Art (*fine art*)
- New York.

Developed and codified a unified creative platform rooted in:

- The ritual of shaving
- Elevated masculine elegance
- NYC-inspired modern heritage

This became the foundation across all channels.



VISUAL SYSTEM EVOLUTION

Modernizing Without Losing Heritage

- Refined typography and tone
- Elevated texture and lighting language
- Product-first storytelling
- Contemporary yet timeless masculine aesthetic

Moved from fragmented visuals to a cohesive identity system.





CROSS-CHANNEL INTERGRATION

One Brand, Every Touchpoint

Unified creative expression across:

- DTC website
- CRM & email ecosystems
- Paid media
- Retail creative
- In-store visual storytelling

Ensured brand consistency while optimizing for channel-specific performance.

ICONIC

HUMANITY SOCIALS

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PRODUCT SOCIALS



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VIDEO & CONTENT ECOSYSTEM



REINTRODUCING THE BRAND THROUGH FILM

Shifted video approach from product demo to immersive ritual storytelling.

Created a sensory-driven narrative focused on:

- Texture
- Sound
- Blade precision
- Lather craftsmanship
- Emotional pacing

Positioned TAOS as an experience, not just a product.

BRINGING THE ART BACK

- Intimate straight razor shave visuals
- Controlled, cinematic lighting
- Selective color emphasis on product
- NYC atmospheric integration
- Music-driven storytelling, no narration

Elevated brand perception
while maintaining product
focus.





OPERATIONAL EXCELLENCE

Creative Discipline at Scale

- Directed efficient one-day production shoots
- Developed clear shot lists & post-production frameworks
- Created platform-optimized 9:16 and social cutdowns
- Repurposed hero content into scalable digital assets

Balanced artistic ambition with cost governance & speed.



The background features a light, monochromatic palette with faint, large-scale text elements such as 'INSPIRATION', 'ANAL: REFINED', 'DAILY', 'LUXURIOUS', and 'AFTER-SHAVE BALM & DAILY MOISTURIZER'. A central, semi-transparent image of a perfume bottle is visible, with a white line tracing a path across the lower portion of the page.

MODERNIZATION & SCALE

TAOS SAMPLER KIT:

AI was used to quickly explore visual concepts for the Sampler Kit. The final design became a refined black-and-white, painterly ink style, shaped through AI concepting and human craftsmanship.



1 13/16"

3/4"

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2

WELCOME TO
THE BEST
SHAVE

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A.I. & CREATIVE ACCELERATION

Modernizing the Creative Engine

Used AI strategically for:

- Concept exploration
- Visual prototyping
- Tone testing
- Rapid iteration cycles

Combined AI-generated concepts with human refinement to define a balanced creative strategy rooted in humanity, product, and artistry.

WHAT THE WORK DELIVERED...

What This Work Delivered

- \$300K+ annual external retainer savings
- Increased internal creative velocity
- Scalable systems vs one-off campaigns
- Stronger brand consistency across channels
- Improved digital experience alignment with business goals

Elevated both perception and performance.





WHAT THIS DEMONSTRATED

- Strategic creative leadership
- Enterprise UX rigor
- Cross-functional influence
- Operational efficiency
- Scalable brand systems thinking

This was not a redesign.

It was a brand reinvention
executed with enterprise
discipline.

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