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## SUMMARY

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A designer and art director with 10 years of experience in print, web and mobile, spanning the fields of fashion, television, technology, news and consumer goods. With a passionate mix of software knowledge, a love for mentoring and teaching junior creatives, and business and management acumen, I can augment any creative group with skills ranging from concept and strategy to production to presentation.

## WORK EXPERIENCE

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### **QBEATS**    *ART DIRECTOR*    *JULY 2015 - JULY 2016*

- Concepts and animates motion graphics and video for the website and client/investor meetings
- Creates and manages adherence to brand guidelines in conjunction with the UI/UX Designer, across the website and other digital and print media
- Assists with strategy and leads the creation of all sales pitches and marketing collateral

### **DOW JONES**    *MULTIMEDIA COMMUNICATIONS MANAGER*    *JANUARY 2012 - JULY 2015*

- Served as design lead for HR presentations, internal website redesigns, and marketing collateral
- Designed and executed internal training and internship programs, including workshops in digital journalism and product development, with the Learning and Development team
- Concepted and directed motion graphics and video pieces for various initiatives

### **OPPENHEIMERFUNDS**    *FREELANCE WEB DESIGNER*    *JULY 2011 - DECEMBER 2011*

- Created the wireframes and designs and assisted with digital strategy for various company sites
- Led weekly discussions teaching web design, coding and digital strategy to a predominately print design team
- Designed iPad layouts for an internal meeting-in-a-box mobile application

### **FRESH/LVMH**    *FREELANCE WEB DESIGNER*    *JANUARY 2011 – MAY 2011*

- Concepted, designed and developed all updates to Fresh.com and all digital collateral
- Increased click-through rates and time spent on site through a re-designed email newsletter and a more interactive and engaging user experience

### **MOMENTUM**    *FREELANCE ART DIRECTOR*    *SEPTEMBER 2010 – DECEMBER 2010*

- Worked with creative team to design site pages and concept show booths for American Express

**NICKELODEON** *FREELANCE WEB/MOBILE DESIGNER* *MAY 2010 – SEPTEMBER 2010*

- Designed show pages and updated CMS templates for Nickelodeon, Nick at Nite, Teen Nick and NickToons
- Created mobile games and pages for the Nick WAP site and affiliate mobile promotions

**WE TELEVISION** *FREELANCE WEB DESIGNER* *AUGUST 2008 – MARCH 2010*

- Designed web pages, logos, banners, applications and newsletters for wetv.com, weddingcentral.com and various affiliates
- Made daily content updates to sites using Moveable Type and WordPress

**A|X ARMANI EXCHANGE** *FREELANCE GRAPHIC DESIGNER* *MARCH – AUGUST 2008*

- Designed Flash banners and microsites for store promos and new season launches
- Rendered store elevations and window displays from line sketches

**DDB** *JUNIOR ART DIRECTOR* *JUNE 2006 – OCTOBER 2007*

- Concepted and designed print ads, commercials and online work for Exxon Mobil, Pepsi, Philips, Lipton and United Technologies
- Utilized digital software for extensive photo retouching and storyboard comps

## OTHER CLIENTS

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Wechsler Ross & Partners (T. Rowe Price), Bravo Television, BMB (Bols Genever, Galliano), Euro RSCG (Pharma), SawyerMiller, Bartley + Dick (BBC), MonacoLange (British Airways)

## SKILLS

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Software: Expert command of the Adobe Creative Suite, Prototyping + Wireframing (Marvel, Balsamiq), Email Creation and Deployment (MailChimp, SendGrid), Wordpress Template Creation

Development: Expert knowledge of HTML5/CSS/JavaScript and ActionScript. Working knowledge of jQuery, PHP, and MySQL

Other: Instructional Design, Training/Curriculum creation, Presentation Skills Training, Photography

## EDUCATION

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- **OBERLIN COLLEGE** *B.A. WITH HONORS, VISUAL ARTS* *2006*
- **ADHOUSE NYC** *INTRODUCTION TO THE CREATIVE* *2007*