

TRADITIONAL DESIGN MEETS NEW MEDIA

An integrated creative who comes by way of traditional print. Excited by agile methodologies and user experience. Designer of iPad apps, websites, digital sales tools, banner ads, and print materials. I thrive in a collaborative environment where design meets strategy and can execute against adaptive project life cycles. Specializing in solving complex marketing problems and I'm adept at finding seemingly unrelated relationships to uncover hidden market opportunities and extend brand experience and interaction.

> WORK EXPERIENCE

- 2007 - Present **INTERACTIVE & NEW MEDIA DESIGNER**
 - Designed for several issues of an iPad magazine app for a start-up sports magazine
 - Produced a customizable, interactive, web-based sales tool used by pharma reps
 - Designed & supervised several digital sales aids for pharmaceutical brands
 - Created visual mockups of several websites and tablets using layered comps
 - Designed e-blasts, banner ads & digital newsletters
 - Produced several videos used for new business and industry conferences
- 1996-present **PRINT DESIGNER**
 - Creative lead & brand ambassador for multiple companies over the years
 - Designed sales, promotion and advertising materials
 - Supervised & mentored staff and helped secure over a million dollars in new business through pitches
 - Collaborated and strategized on messaging and marketing tactics
- 1994 & 2013-14 **PHOTO RESEARCHER & ART BUYER**
 - Intensive photo research and editing, for a complete rebrand of a global law firm
 - Saved a quarter of a million dollars in advertising costs annually by using employees as models at a financial services company
 - Negotiated full production rights with unlimited usage for an internal photo library
 - Managed locations and directed many photo shoots
 - Assumed the role of property master & set dresser for several motion pictures

> AWARDS *Davey Award, Global Award, N J Art Directors Club, Rx Club*

> INDUSTRIES *Advertising, Billing, Financial, Law, Non-profit, Pharmaceutical, Photography, Publishing, Sports, Writing Instruments*

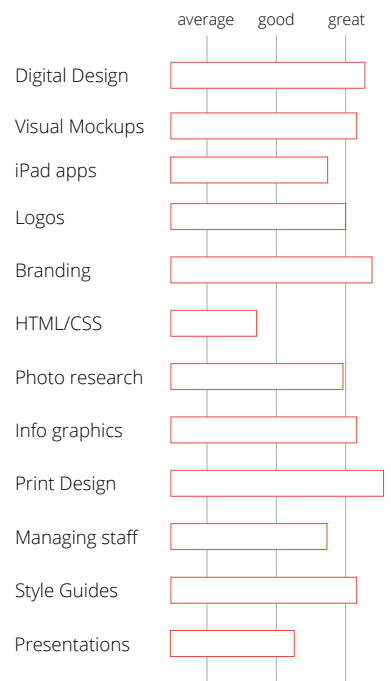
> COMPANIES *Commonhealth, InventivHealth, New York Institute of Photography, OSG Billing Services, Pace, Publicis LifeBrands Medicus, Prudential Financial, The Gillette Company, White & Case • Pro-Bono consultant for the Taproot Foundation*

● Education **GRAPHIC DESIGN**
Tunxis Community College

● Continuing Ed **ADVERTISING**
School of Visual Arts

● Life **CURIOSITY**
The Global Human Behavior Observatory

> PROFESSIONAL SKILLS



> PROFESSIONAL TOOLS

