

PROFILE A flexible-big idea Art Director with Design Ninja chops. Client roster includes NFL, E*TRADE, Match.com, and Sirius Radio. 8+ years of professional experience as visual design junkie and 5+ focused on interactive mastery.

STRENGTHS Conceptual/Visual problem solving, Web & Social Media Marketing, Interface Design, Web Standards & Usability, Brand Development, User Research, Story-Telling/Content, Integrated Campaigns, Viral Marketing, Typography

EXPERIENCE **Art Director** Grey, New York, NY 2008 – Current

Develop interactive and traditional creative for national brands like Sargento, Pantene, E*TRADE, and the NFL. Manage up to 5 mid to large-scale projects concurrently, leading teams of creatives and working closely with producers, developers and vendors.

- ▶ Led top-to-bottom redesign of Sargento.com. Art directed image and film content for use throughout the site as well as for online marketing. The redesign boosted overall page views as well as spiked search results.
- ▶ Art directed and managed winning pitch for the Facebook Innovation Fund. Designed UX and worked closely with vendors to develop the "Opentable for salons" Facebook app. Organized and art directed environmental graphics for recent launch party.
- ▶ Art directed TV spots for NFL and Mr. Clean. Created digital campaigns for E*trade including a viral video with over 470k views on YouTube. And contributed creative to winning pitches for Ally Bank and the Ketel One digital business.

Senior Interactive Designer Hanft Raboy & Partners, New York, NY 2005 – 2007

Charged with bringing consistency, structure, and new creative thinking to this boutique agency. Designed interactive advertising and branding for Showtime, Hertz, Match.com and Chemistry.com.

- ▶ Art directed and designed Match.com's most successful banner campaign, resulting in an 80% increase in click-throughs. The voyeuristic ads leveraged Match.com's MySpace and Yahoo.com media buy, to engage users with "real" women on webcams.
- ▶ To extend the campaign we created a platform on Match.com's MySpace page where users could submit video profiles for themselves. Worked closely with MySpace team to develop UX and interface. Art directed video shoot for 20 seeded videos.

Designer Anthem World Wide, San Francisco, Ca 2003 – 2004

Brought new design aesthetic to packaging and branding agency, using art and graffiti background to inject fresh ideas and vitality into their corporate work.

- ▶ Designed packaging for full brand overhaul of Albertsons' supermarkets food and home care lines. Created illustrations and die-cut layouts for soda bottles, sponges and coffee cans.
- ▶ Played key role in boosting sales for series of children's books by Leapfrog. Redesigned title typography, cover designs, and created template for full line of books.

FREELANCE **Interactive Art Director / Designer** Various Clients, New York, NY 2007 – present

- ▶ Developed user experience, designed interface and established branding for new iPhone app, Appetition. Created unique graphic library for cross-medium use, allowing for ongoing scalability.
- ▶ Recruited by Droga 5 to improve usability for Adidas.com's e-commerce site. Designed unique and intuitive navigation system that became a key feature of the company's online experience.
- ▶ Increased Sirius radio's subscriber retention rate by 20% after designing targeted online marketing and CRM campaign whose design has subsequently been adopted for traditional marketing campaigns.

EDUCATION & PROFESSIONAL DEVELOPMENT Skidmore College 2001 | SVA Advanced Flash | NYU After Effects

Software/Tools: Adobe CS5 (Photoshop, Illustrator, InDesign), Actionscript 2, Adobe After Effects, Cinema 4D, HTML/CSS, Flash, Microsoft Office, pencil and paper

Of Interest: AIGA member | Published in 2 Rockport - LogoLounge books | Big Apps award winner for Appetition