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education • experience

Rhode Island School of Design, Providence, RI
BFA Design/Illustration

Albertus Magnus College, New Haven, CT
Liberal Arts

General Assembly, Boston, MA
Front End Web Design

awards

Employment Management Awards
State Street, Equiva, International Paper,
Community Hospitals, and Integon

President's Award – Gage Marketing

New England Direct Marketing Association Gold Award
Unshackle Upstate – Social Media

w3 Awards Silver Winner
Boston.com Globe Facebook App

Internet Advertising Competition Best Automobile OLA
Buell Motorcycle Company – 2009 Spring Promo

Internet Advertising Competition Best Tech Rich Media OLA
Progress Software

skills

Adobe Creative Suite: Illustrator, Photoshop,
Animate, InDesign, Word, Powerpoint, Sketch, InVision,
Balsamiq, Marvel, UX/UI, working with photographers,
vendors, development and engineers, mentoring/directing
junior designers/freelance, Presenting/interacting with clients

client sampling

Celergo Global Payroll
Microsoft
Symantec
Avery Dennison
Pfizer
Bank of America
Biogen
Millennium
Mattel
Nestle
Shire
MaineHealth
Raytheon
Lawrys
US Bank
3M
Harley-Davidson
Liberty Medical
State Street
Texaco/Equiva
Buell
LogMeln
Vistaprint
Fidelity

3y – **Monster Worldwide, Weston, MA** | www.monster.com (Acquired by Randstad)
Sr. Interactive/UX/Visual Designer

Worked with product management, business analysts, front/back end development, and marketing within an agile process to design/reinvent products and streamline user experience. Responsible for managing workload, timelines, and expectations of multiple projects using jira/basecamp. Participated in user testing and analyzed user feedback and activity to iterate/enhance the user experience and improve product.

3.2y – **Staples, Framingham, MA** | www.staples.com (Creative dept. now McCann/Craft)
Sr. Interactive/Visual Designer

Worked on Staples Advantage B-to-B side aligning creative execution and building/evolving the brand to align with business objectives/user testing across all web and digital properties. Responsible for monthly product shots/banner design for Staples Advantage monthly product advertising, UX/UI, wireframes, presenting solutions to marketing, concepting for promotions that lived in the form of banner ads, landing pages, microsites, and emails. Ensured that all worked on mobile, tablet and desktop.

1.5y – **Bernard Hodes Group, Boston, MA** | www.hodes.com (Boston office shut down)
Creative Director, Digital/Print

Responsible for the management, presentation and development of conceptual approaches based on approved strategies for both digital and print communications. Participated in new business pitches and nurtured existing client relationships within the creative realm. Provided estimations, quotes and timelines. Worked with copywriters, developers, digital strategists, producers, external vendors/freelance talent, and account team to produce deliverables such as websites, microsites, email blasts, and various print solutions.

1y – **Overdrive Interactive, Allston, MA** | www.ovrdv.com
Senior Interactive Art Director

Communicated to internal team and clients how creative concepts support the defined project objectives and user conversion goals. Worked with internal teams to concept and implement marketing campaigns for various online projects. These projects/campaigns took form in rich media, social media, facebook applications, websites, landing pages, microsites, video platforms, branding and emails.

5y – **Gage Marketing, Newport Beach, CA** | www.gage.com (CA office shut down)
Senior Art Director, Digital/Print

Designed websites, emails, banners, collateral, direct mail and branding for sweepstakes & promotions, partner programs, B2B, B2C, spanning all industries. Presented solutions to internal team and clients. Worked internally with technology, account team and creatives as well as with clients to deliver solutions that held within time and budgetary constraints.

2.5y – **Abbott MediSense, Bedford, MA** (Acquired by Abbott Diabetes Care)
Senior Art Director

Designed packaging, ads, collateral, posters, banners, logos, environmental graphics and illustrations for different departments within the corporation such as Worldwide Marketing, Human Resources, Customer Care, and Research & Development at the U.S. and United Kingdom locations. Responsibilities also included hiring freelance talent, directing photographers and working with various vendors as well as different layers of management/stakeholders within the company.

7y – **JWG Associates, Inc., Needham, MA** (Acquired by TMP Worldwide)
Design Manager/Senior Art Director

Supported VP of Creative Services in overseeing all corporate work from a large staff of creatives under tight deadlines, as well as simultaneously working closely with copywriters, clients, account executives, and regional managers in eleven regional offices in order to meet client creative needs. Designed collateral, ads, posters, logos, websites, animations/banners for a wide range of clients. Went on press checks to insure quality to client. Worked with photographers and vendors.