

## EXPERIENCE

### Freelance Creative / Art Director | New York, NY | Jan 2015 to Present

Vivino. Kindling. Got Your 6.

Growing brands and furthering their reach across digital, print, video and social media.

### Senior Art Director | Harte Hanks | New York, NY | May 2017 to July 2018

Spectrum Enterprise. Nature's Bounty. Worldpay.

Concept and design for integrated campaigns across digital, print, video and social media.

Developed brand identities. Partnered with copywriters, UX designers and developers.

Oversaw freelance designers. Presented creative to clients. Developed new business spec creative and presentations. Directed video editors.

### Senior Art Director | Launchpad Advertising | New York, NY | Aug 2013 to Feb 2017

Pat Tillman Foundation. Bambo Nature. Habitat for Humanity NYC. CenturyLink.

American Red Cross. PNC Bank. Western Union.

Concept and design for integrated campaigns across digital, print, video and social media.

Developed brand identities. Partnered with copywriters and creative directors. Oversaw and

mentored junior creative team. Presented creative to clients. Developed new business spec creative and presentations. Directed photo shoots, video shoots, photo retouchers and video editors.

### Senior Digital Designer | All Things Media | Mahwah, NJ | Nov 2012 to Aug 2013

Mercedes-Benz. Pearson Education. Lauren Merkin.

Project based concept and design for digital media. Problem solved UX design for websites and

apps across multiple devices and platforms. Developed UI design for an interactive eTextbook.

Collaborated with digital development team. Oversaw and mentored junior creative team.

### Art Director | Travers Collins | Buffalo, NY | Jan 2005 to Oct 2012

BakeMark. Weight Watchers. Invision Health. Mental Health Association. CEPA Photography Gallery.

Corning Display Technologies. Community Bank. Seneca Gaming Corporation. Cantalician Center.

Concept and design for digital and print. Developed brand identities. Partnered with copywriters.

Collaborated with creative director. Presented creative to clients. Developed new business winning spec

creative and presentations. Directed photo shoots, freelance illustrators and retouchers. Coached interns.

### Adjunct Design Professor | Buffalo State College | Buffalo, NY | Aug 2010 to Dec 2011

Curated syllabus. Developed an InDesign and Illustrator based curriculum. Created challenging

conceptual design projects. Lead design instruction, tutorials and class critiques. Held weekly office

hours for one-on-one student mentorship. Graded projects and final course competency.

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## EDUCATION

BFA Graphic Design | Binghamton University | Graduation May 2004 | GPA 3.8

## PROGRAMS

InDesign, Photoshop, Illustrator

## INTERESTS

Drawing, Printmaking, Painting, Sculpture, Cooking, Music, Comedy, Skiing, Travel