

Overview

I am a creative professional who has worked primarily in the digital realm for 10+ years. I've held a variety of positions including Lead Interactive Designer, Art Director and Associate Creative Director. I have in-depth knowledge of graphic design, interactive technology, corporate communications, team management and design.

Experience

Creative Production Manager, Digital Conversion Group; Boston, MA 2010-Present

Responsible for production and content of brand websites and other channels including Flickr, YouTube and other social media channels. I create time and cost estimates for potential clients. I am also the point person for developing graphic assets for brand and interactive marketing.

Associate Creative Director, Digitas LLC; Boston, MA 2006-2010

My responsibilities included managing a team of designers and actively designing work for Procter and Gamble related business, such as Tide, Olay, Duracell, and Oral-B. Other accounts I contributed to included Disney and Miller. I was the Digital Creative Director for AT&T Business Connect. I also worked on Health/Pharmaceutical advertising for Crestor and Humira. Before this I was part of a team of designers who worked on a variety of General Motors brands.

Some of my skill sets include:

- Proficient in wide variety of software, including Adobe CS5, Microsoft Office, BB Edit, and Final Cut pro
- Proficient with Film, Video, and Photography
- Have used Social Media such as Facebook and Twitter on many ad campaigns
- Knowledge of CMS systems and Google Analytics
- Expert with Mac OSX and am familiar with Windows and various Linux distributions
- Intermediate level skill with Flash, HTML, CSS and XSL/XML

Senior Art Director, J. Walter Thompson; Detroit, MI 2001-2006

My responsibilities included involvement in multimedia production, design, and art direction for fordvehicles.com. I worked with programmers in a cross-departmental team that functioned in tandem with the various departments in the JWT Digital group. The art direction I provided includes supervising photo shoots, approving imagery, designs and concepts, and building multimedia pieces.

Interactive Production Artist, Organic; Bloomfield Hills, MI 2000-2001

Contributed to award winning graphic and multimedia projects for Daimler Chrysler. (Jeep, Dodge, Chrysler). My creative work helped me experience most of the inner workings of the company. (Creative, Project Management, Engineering, Account. My expertise and understanding of various programming languages enabled me to function as a bridge between the creative group and the engineering department.

Instructor, College for Creative Studies; Detroit, MI 2001-2002

Class taught: dgd-367 Interactive Sound. Directed students in the implementation of audio for interactive purposes. Students worked with a variety of media including, found objects, steel, electronics and computer software. Students created videos that used audio to direct the viewer, built installations, and lectured on sound and human interaction with it.

Education

Cranbrook Academy of Art, Bloomfield Hills, MI

MFA, 2000

Montclair State University, Upper Montclair, NJ

BA, 1996

Teaching Certificate of Eligibility from the NJDOE Tracking #: 635131 (K-12, Art)

Awards

- Caddy Awards, Detroit - Gold, Best Web Site, Automotive - Fordvehicles.com, 2006
- The One Show - Merit Award For Excellence in New Media Advertising, 2004
- 2004 SXSW Web Awards Finalist
- Macromedia Site of the Day, Sept 2003 - 2004 F-150 Module
- Caddy Awards, Detroit, Bronze 2003
- F-150 Pre-launch site
- Interactive Web Awards Bronze 2003
- Caddy Awards, Detroit, Silver 2001 Animation (dodge.com, jeep.com)