

WORK

T3 | Austin, TX

Sr. Art Director 01.13-present Provided Art direction across multiple accounts, most recently for Pega, GGP, and NRG as well as new business initiatives and other agency creative work. Provided creative oversight for Chase Ultimate Rewards. Assets produced include emails, site assets, and direct mail to support the Ultimate Rewards program. Customer insights and data were used to make redemption options more relevant and rewards seem more accessible, tangible and believable. T3 deployed over 100 emails a year for Ultimate Rewards as part of a CRM email program—with open rates and click-through rates that consistently exceed industry benchmarks.

TRUE ACTION | New York, NY

Sr. Art Director, Web 07.12-12.12 Primarily focused on a major email overhaul for eBay, centered on customer retention, prevention of churn and optimizing customer interaction with both buying and selling on eBay. Developed a library of ready-made templates and content blocks by customer segment, enabling eBay to communicate with potential sellers, active sellers, and lapsed sellers in a more targeted and impactful way. Additional work for TA includes: GSI Commerce, Gevalia, & Levi's / Dockers.

TALBOTS | New York, NY

Sr. Art Director, Web 06.11-06.12 Was responsible for multiple aspects of art direction for talbots.com, including: site initiatives, microsite landing pages, mobile art direction, e-mail campaigns, portal (web-based) advertising, and art direction of photo shoots. Worked closely with Creative Director to ensure all creative needs for each seasonal migration were met and that creative consistently met or exceeded business owners' objectives and visual standards.

BARNES & NOBLE | New York, NY

Sr. Designer, Mobile 05.10-01.11 Was lead designer for Barnes & Noble's eReader app, NOOK for Android, as well as lead designer for in-app shopping experience, NOOK for iPad. Supplemental design work for NOOK for iPhone app, NOOKcolor and Product Marketing. Worked closely with IA, Product Management and Development Teams to launch and update NOOK eReader apps across multiple devices and platforms. Additionally, worked as lead designer for product page redesign, BN.com.

SIRIUS SATELLITE RADIO | New York, NY

Design Director, Interactive 10.05-03.08 Led the creative direction for all online design, including daily updates to sirius.com as well as strategic and tactical oversight of new creative development. Managed a team of designers and freelance contractors, directed design standards and policies, visual brands strategies, standards and creative, user interface design, and usability strategies for sirius.com. Managed budgets; approved photography; and worked closely with V.P. of Interactive and a team of editors and content producers to develop a variety of micro sites and co-branded creative.

COACH | New York, NY

Sr. Art Director, Interactive 12.99-06.05 Was responsible for all interactive design for coach.com, e-mail advertising, portal (web-based) advertising, intranet creative and related peripheral design. Duties included: ideation and development of creative (including animation and special technologies); art direction of internet photography; management of junior designers; copy writing and editing copy; quality assessment of pre-production creative, and coordination with production and marketing teams.

PARSONS SCHOOL OF DESIGN | New York, NY

Instructor + Academic Coordinator, Digital Design Department 10.98-06.01 Classes taught included: Digital Animation for the Web, Digital Imaging, and Digital Layout. Coordinator duties included: advising and registering Digital Design undergraduate students; coordinating and processing faculty contracts; hiring adjunct faculty; scheduling classes.

+ ADDITIONAL FREELANCE WORK

Design Direction, Art Direction, Interactive Design, Mobile Design, Illustration, Marketing/Advertising & Identity Design for clients including: VH1, Fuzz Productions, XM Radio, JWT, AutoTrader, TigerSpike Media, Spiegel, Millennial Media, Digital Instincts, Andre Balazs Properties, Madewell, Pepsi, Marriott, T Mobile, Bloomingdale's, MRM Partners, and others.

EDUCATION

MFA TYLER SCHOOL OF ART, TEMPLE UNIVERSITY | Philadelphia, PA

BA OCCIDENTAL COLLEGE | Los Angeles, CA