

## + work experience

**From: 02/17 To: Present | FREELANCE | NEW YORK**

**Sr. Art Director/ACD**

+ **Weber Shandwick**, 909 3rd Ave, 5th Floor, NY 10022

Assist in the creation and maintain the quality of new business mocks & presentations. Help foster the awareness of internal brands appearance as well as provide consultation on the brands potential evolution.

**From: 12/13 To: 1/17 | VaynerMedia | NEW YORK**

**Sr. Art Director/ACD**

Sr Ad on multiple accounts including Bud Light, Stella Artois, Sour Patch Kids, Ritz, HALLS, & Stride. Responsible for maintaining, or often establishing, the look, feel & execution of each brands social media micro content & digital campaign creative.

Primary objective: participate in meaningful strategic meetings, capturing killer content where ever I am needed, keeping clear communication between client, account & my brilliant team of designers. Expanding love for Animation & Video editing DAILY.

**From: 07/12 To: 12/13 | FREELANCE | NEW YORK**

**Sr. Art Director**

+ **Initiative** | {From: 07/13 To: 12/13}

Contracted for various presentation projects from internal slide artwork to designing a microsite, team logo, 40+ illustrations for a recent 2013 Hasbro global agency review and now, several on-going new business pitches.

+ **DeVries** | {From: 07/13 To: 10/13}

Contracted in July 2013 to revamp the branding of Bounce fabric softeners' social media presence on Facebook & Twitter. Client and fan response has been overwhelmingly positive with engagement reaching an all-time brand high.

+ **Big Fuel** | {From: 10/12 To: 06/13}

Contracted for 2 weeks to design social posts during holidays. Work extended 9+ months to designing digital comps, storyboarding, media boards, retouching & photography for Gatorade, Budweiser, TMobile, GoSmart & Burger King.

+ **Creative Feed** | {From: 07/12 To: 10/12}

Hired as rich media expert to design advanced Gannet banners for 2 weeks. Client very pleased. Work extended 3 months to emails, landing pages, flash banners for Plantronics & Netgear.

**From: 4/08 To: 7/12 | Draftfcb | ILLINOIS**

**Sr. Art Director**

On Kellogg's® account; creative included print ads, fsi's, display units, promo product box designs, logo design, etc.

On Stelara® account; responsible for digital assets ranging from the creation of web pages, mobile/web tool development, icon/logo design, web banners, storyboards, email design, button development & style guide creation. Prior to leaving, succeeded in creating & managing the development of web & mobile projects for Kmart, Sharpie, Prismacolor, Expo & Tombstone.

**From: 7/07 To: 4/08 | ULTA Cosmetics | ILLINOIS**

**Digital Art Director**

Deliverables included personally redesigning look & feel of ULTA's website, constructing web exclusive promo art which best expressed the ULTA's marketing needs & redesigning consumer emails. Directed photographer in arranging appropriate product visuals which best represented the mood & expected quality standards of fully revamped website. Result was an extremely satisfied client & consumer experience.

{ADDITIONAL WORK EXPERIENCE AVAILABLE UPON REQUEST}

## + education

**From: 09/01/96 To: 05/01/00 College for Creative Studies, Detroit, MI 48202 { Degree: BFA in Illustration }**

## + skill sets

### {Design/Tech Skills}

Budding Video Editor + Social/Interactive/  
Rich Media enthusiast + Web site/banner  
design + Digital/Print native + Excellent eye  
for color arrangement + Retouching abilities  
+ Mac & PC literate + Photoshop + Illustrator  
+ InDesign + PremierePro + Adobe Animate CC  
+ Sketch + Keynote + MS Office

### {Illustration Skills}

Quick conceptual mind + Talent in  
Gouache, Acrylic, Oil paints & digital  
+ Create dark, comical & serious  
characters to fit in continuity with  
desired situation + Logo design  
+ Storyboard experience

### {Personal Abilities}

Great interaction/team skills  
+ Hard worker + Attentive yet  
strong leadership + Consistent  
at meeting tight deadlines  
+ Patient & responsive under stress  
+ Appreciating a Half-Full Glass  
then refilling it