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employment

Jan 2014–Present ◦ Turner Sports Interactive ◦ Interactive Designer ◦ Atlanta, GA

Priority Work

NCAA® March Madness Live Android mobile app
NCAA.com website
PGA Championship mobile app
Ryder Cup mobile app
Design support for Product, Editorial, Marketing, Sales and Social teams

Responsibilities

Understanding and implementing Google's Material Design standards where appropriate for March Madness Live and PGA Android mobile apps (handset and tablet); acting as subject matter expert on user interface design for NCAA.com and other Turner Sports digital properties; maintaining high standards for user experience and advocating for data-driven design; collaborating with Product, Editorial, Sales, Marketing and Social teams to provide them with high-quality designs that meet business requirements.

Nov 2011–Dec 2013 ◦ American Cancer Society ◦ Senior Designer, Digital Experience ◦ Atlanta, GA

Priority Work

Websites (desktop and mobile); focused on mission, fundraising, and sign-up
Mobile apps
Responsive email
Infographics (static and interactive)
Multi-channel campaigns
Social campaigns

Responsibilities

Providing the Society with digital leadership in mission delivery and business objectives; implementing creative solutions that meet customer, mission, and business requirements; maintaining high standards for user experience, branding, and aesthetics through data-driven, message-driven, accessible, and enriching designs; effectively presenting, advocating for, and collaborating on designs that ensure a holistic experience across all channels; articulating concepts through creative deliverables; executing creative tasks in a timely and professional manner.

May 2010–Nov 2011 ◦ Main Attack Media ◦ Creative Lead & Partner ◦ New York, NY

Priority Work

Websites (marketing, ecommerce, blog)
Logos
Brand systems
Print collateral
Packaging
Social media assets

Responsibilities

Partner in charge of all aspects of day-to-day client interaction and creative deliverables; managing all studio projects; creating pitches, timelines, proposals, and invoices; creative and art direction on branding, digital, print, and packaging projects that met the clients' business requirements and maintained high aesthetic standards; articulating concepts through creative deliverables including sketches, comps, and style guides; sourcing and managing all vendors.

Jun 2008–May 2010 ◦ BorsaWallace ◦ Designer ◦ New York, NY

Priority Work

Packaging
Logos and brand systems
Print collateral and invitation design
Websites
Video and motion graphics
Signage and menu design

Responsibilities

Designing primarily for brands in the luxury, tech, and public relations spaces; critical thinking and concept development; initial design, followed by revisions based on client feedback and internal collaboration; wireframing; comping; sourcing vendors and materials; creating artwork for developers and printers; designing and coordinating production for packaging and signage; daily communications with clients and vendors; creating internal and client pitches.

education

2004–2008 ◦ The University of the Arts ◦ BFA Graphic Design ◦ Philadelphia, PA

3.94 GPA
Magnum Cum Laude
Commencement Speaker, Finalist

Ken & Eleanor Hiebert Excellence In Graphic Design Award
Florence Whistler Fish & Mary Louise Beitzel Award, Nominee
University of the Arts Presidential Scholarship Award

clients

NCAA, PGA, Turner Sports, NFL, Angela Ruggiero (Olympian), Usama Young and Sinorice Moss (NFL players), American Cancer Society, Johns Hopkins Hospital, Boys and Girls Clubs of America, P&G (Crest, Gain, Tide, Vicks, etc.), Clinique, Sephora, Gillette, Nexxus, Red Bull, Penguin Books, RichArt Color Co., and more.

skills

Art Direction, User Interface Design, User Experience Strategy, Adaptive/Responsive Design, Composition, Typography, Brainstorming and Concept Development, Data Visualization, Material Design, Copywriting, Illustration, Photography, Retouching, Drawing, Wireframing, Comping, Adobe Creative Suite, Apple Keynote, Microsoft Office, and more.