



Senior creative design leader with over 10 years experience in promotional/experiential marketing, advertising, and public relations. A passion for new business development and a strategic approach to design for both print and digital, he has the ability to deliver results from initial conception to final execution in order to meet and exceed the clients' objectives and engage their target audience.

EXPERIENCE

IBM - Freelance Senior Information Designer • 2016 - Present

Information Design Lead for proposal-based team projects, art direction and visual branding strategy for multi-million dollar deals within various industries. Consulting and management for design teams to pitch concise, visually stunning and highly complex IT/SaaS programs with a high success rate and over **\$1 Billion** in new business wins. Client wins include successful partnerships with **AECOM, Verizon, P&G, and AT&T.**

INSPIRA MARKETING - Freelance Associate Creative Director • 2015

Managed creative department, helping to win a new business pitch for a **GEICO** college mobile tour. Provided strategic design and planning for the **Diageo** Activation Army brand ambassador training and the new **Life is Good** clothing rebrand national activation. Oversaw creative direction of event design, as well as, print and digital pieces for **Snuggle** and 'all' partnership with the Peanuts Movie.

PROSCENIUM - Freelance Senior Experiential Designer • 2014 - 2015

Developed event signage and posters, as well as helped plan the flow and experience for various events including the **Walmart** Year Beginning Meeting, a **Boeing** product launch, and an **Otsuka America Pharmaceutical** event. Led the creative development and helped win a new business pitch for the **Yahoo NewFront**. In addition to creating a more streamlined art purchasing process, I also helped structure a more organized and efficient creative server.

RF|BINDER - Freelance Senior Art Director • 2014

Lead the in-house design department for the agency. Implemented new creative processes and hired additional team members to elevate the creativity and encourage a better work flow across the agency. Created strategic social media content and event design for a variety of clients, including **Dunkin' Donuts, Talenti Gelato, Truvia, Johnson & Johnson** and more. Increased user engagement by over 200% across a variety of social media channels for **Wines of Germany**. Helped win bio-tech company **Amyris** and pharmaceutical company **RegCheck** and helped secure additional business for current client **Cargill**.

CATAPULT MARKETING - Senior Art Director/Art Director • 2012 - 2014

Promoted from Art Director to Senior to lead the two new business wins I helped secure. Developed branding, packaging and in store displays for spirits company, **Diageo** and developed infographics, print ads, and environmental displays for pharmaceutical company, **Boehringer Ingelheim**. Prior to that, my main client was **Mars Candy**, working closely with the clients to create social media campaigns, animations, apps, web pages, and a variety of other marketing material that would continually impress. Also helped lead a small team to win **Alouette Cheese** and **Swarovski Crystal** by utilizing strategic planning and insights along with unique concepts through effective brainstorming.

TRACYLOCKE - Art Director • 2010 - 2012

Created award winning marketing material for **PepsiCo's** portfolio of products: **Pepsi, Mt. Dew, Lays, Doritos** and many others for both the domestic and international markets. Other clients included **Energy Kitchen, Absolut** and **Starbucks**. Worked on promotional marketing materials and packaging, print ads, web pages, webisodes, billboards, interior design and new business presentations. Other duties included copywriting, in-house photographer, training new employees, and press checks.

SKILLS

Proficient in **Photoshop, Illustrator, InDesign**

Working knowledge of **Dreamweaver, Flash** and **After Effects**

Photography and photo retouching

Typography & Logo Design

Brainstorming, concepting & copywriting

Microsoft Office and Keynote

Screen printing and illustration

ACTIVITIES

AIIGA Member • 2010 - Present

Freelance Photographer • 2010 - Present

The Catapults - Catapult Volleyball Team • 2013

Lockers - TracyLocke Soccer Team • 2012

TL People - TraceyLocke volunteer group • 2011 - 2012

EDUCATION

TEMPLE UNIVERSITY

TYLER SCHOOL OF ART - Philadelphia, PA

BFA, Graphic & Interactive Design • BFA, Photography cum laude

ACADEMY OF ART UNIVERSITY - San Francisco, CA

Summer Design Intensive Workshop

TEMPLE UNIVERSITY ROME - Rome, Italy

Semester Abroad

HONORS

Catapult Star Employee • 2014

Yearly Award for outstanding performance

HUB Magazine Gold Award • 2013

Best in class retailer/manufacturer engagement

HUB Magazine Silver Award • 2012

Best in class in-store to online experience