

Searching to work with an energetic team to build award winning designs. To not only direct the look and feel of a project, but to learn from and collaborate with other team members.

- OVERVIEW
- 14+ years combined experience print and Web
 - Design studio, production and ad agency background
 - Pursuing Web Development Certificate from NYU
 - Published typography text - Simon & Schuster/Pearson Ed.
 - Photoshop, Illustrator, InDesign, Quark, Freeway, OpenOffice
 - Knowledge of Flash, ActionScripting, HTML, CSS, JavaScript, Drupal

PROFESSIONAL **SharedBook, Inc** | Creative Director/Studio Manager | New York | October 2005 - Present
Responsible for all design and creative direction of company marketing, web and print materials

- strollometer.com - Redesigned and refocused company site from consumer based to a corporate platform
- stepfamilycenter.co - Redesign of company product sites increased visibility and purchases by 20%
- shreddoc.com - Collaborate with Israeli development team on product features, bugs and launch time lines
- thumbnailresume.com - Manage and interview studio team members including coders, designers and interns

Freelance & Contract | Art Director/Designer | New York | August 2004 - October 2005
Providing design and art direction for print, Web and branding projects

- AD on campaign pitch with BrandBuzz/Y&R for Long John Silver's and Sunkist
- Designed custom graphics and collateral pieces with Jack Morton for Lipitor and Aricept
- AD on ad campaign at JWT for Sun Life Financial and University of Penn
- Created brochures and various marketing materials for MetLife and internal clients
- Designed and art directed online resume business card site Thumbnail™ Resume

Thumbnail Studio | Principal | Los Angeles/New York | November 2001 - August 2004
Principal and founder, providing art direction for print, logo and Web projects, maintaining client relationships, managed advertising and service direction

- Created logo and Web site for Norway based baby products company OsloBaby
- Redesigned and developed on-line construction benefits Web site for PSA Benefits
- Designed baby stroller accessory Web site for 9 Months Up, 9 Months Down: Strollometer
- Responsible for all print materials, Web site design and branding for AngelfacePhotography
- Created and maintain celebrity-based Web site called No More Affleck

Southland Industries | Art Director | Los Angeles | February 2001 - October 2001
Collaborated with IT and Marketing in redesign of both online and print marketing tools

- Responsible for concept and redesign of company's external marketing and recruitment Web site
- Created a 400+ page intranet site used by project managers and engineers
- Site redesigns streamlined the process of obtaining both new employees and clients

Agency experience

Ogilvy & Mather | Draft | Deutsch | JWT | Brand Buzz/Y&R

TEACHING **Santa Monica College** | **Learning Tree University** | **The Art Institute** | Houston/Los Angeles

- Instructed layout, type, color, branding and creative process, QuarkXpress and Photoshop
- Responsible for creating and preparing projects, tests and student reviews
- Ages ranged from 18 to 55, class sizes from 8-30 students, 2-3 classes per week

PUBLISHED **The Stuff Type is Made Of** | Typography text
Authored and designed typography text intended as a reference learning tool for design students

- Simon & Schuster/Pearson Education publisher, © 2000
- Adopted by over 130 U.S. colleges and universities
- Includes type terminology, "history of" sections, comparisons, color, leading and kerning

EDUCATION **NYU Web Development Certificate Program** | On-going

- Webpage Development With HTML | Web Architecture and Infrastructure
- JavaScript | XML for Web Development

The Savannah College of Art and Design

- BFA in Graphic Design, May 1994
- Cum Laude
- National Dean's List