

A seasoned creative with over fifteen years extensive experience in concept, art direction, design and development of digital and traditional work.

- Cutting-edge conceptual and creative skills
- Strong knowledge and experience in the full production cycle of digital projects
- Impactful all-media marketing solutions - brand work through direct marketing campaigns
- Experience in various sales markets - B2B, B2C, B2G, B2U
- Experience in managing and directing teams of creatives and developers

WEBSITES Simple landing pages and minisites to full featured larger sites - static and DB driven, HTML/CSS/JS and full Flash sites

BANNERS/OLA Standard animated Flash units to rich media, including video players, games, synchronized multi-unit page take-overs and templated dynamic content delivery units

MOBILE Full sites, apps and mobile OLA units

SOCIAL MEDIA Apps, pages, skins, and API tie-ins for creation and delivery of content - Facebook, YouTube, LinkedIn, Tumblr and Flickr

PRINT Various print brand and marketing materials, newspaper/magazine ads

VIDEO Content and marketing videos with both internal and external production crews

CONTENT Video, infographics (and UI/UX) for e-learning and blended-learning educational platforms

DEVICE Micro-controllers and circuits including Arduino building and coding

employment

THE FULLBRIDGE PROGRAM Cambridge MA 2012 - 2015

CREATIVE DIRECTOR / DESIGN

Concept, design and direction of company-wide marketing as well as educational platform and content. Marketing website, blended and e-learning program websites, info-graphics, OLA, email campaigns, print marketing materials and event collateral. Directed marketing and content videos. Worked with internal and external design teams and production crews.

EURO RSCG EDGE Boston MA 2011 - 2012

ART DIRECTOR / DESIGNER

Concept, design and direction of websites, mobile websites, standard and rich media OLA and direct mail print.

BlackRock, MaxClarity, Qualcomm/Tagg, Citi AAdvantage Card, New York Life

ARNOLD WORLDWIDE Boston MA 2006 - 2011

SENIOR DIGITAL ART DIRECTOR / DESIGNER

Concept, design and direction of websites, standard and rich media OLA, mobile websites and OLA, viral and social media projects.

Bahamas, Carnival, Dell, ESPN, Fidelity, First Marblehead, McDonald's, Mederma, Panasonic, Progressive, Ocean Spray, Radio Shack, Royal Caribbean, Steinmart, Strayer University, Talbot's, Vertex, Virgin Mobile, Vonage

FREELANCE Boston MA 2000 - 2006

DIGITAL DESIGNER / DEVELOPER

Concept, design, direction and development of full websites for small to medium businesses.

Contracted with other design firms for motion design and development projects.

Allan Penn Photography, Blue Cross Blue Shield Foundation, Boston Globe/boston.com, EMC/Documentum, J Kennard Architects, Phillips Design Group, Pho Republique Restaurant, Stormship Design, Tufts Health Plan, University of Hartford

ICAST.COM Woburn MA 1999 - 2000

ART DIRECTOR

Design and direction of a skinned desktop application as well as sections of iCast site. Managed team of designers - internal and contractors.

education

MASSACHUSETTS COLLEGE OF ART Boston MA, Class of 1998

BFA MEDIA ARTS / Studio for Interrelated Media

Multimedia Design, Animation, Video, Installation, Sculpture