

A well-seasoned, award-winning creative with over 20 years extensive experience in concept, creative 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—both internal and external

WEBSITES Simple landing pages and minisites to full featured larger sites—static and CMS

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

CONTENT MOA/MOD and instructional medical videos, video/infographics for e-learning and blended-learning educational platforms

EXPERIENTIAL/OOH Trade show booths, VR experiences, physical engagement installations

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

SOCIAL MEDIA Apps, pages, skins, and API tie-ins for creation and delivery of content

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

employment

MIND+MATTER / CAMBRIDGE BIOMARKETING GROUP 2015 - present

ASSOCIATE CREATIVE DIRECTOR, ART / GROUP ART SUPERVISOR

Patient and HCP work in Orphan (ultra rare) Pharma space, including full launch cycles. Campaign concept/pitch, full websites—product and disease, trade show booths and content (including VR experience), MOA/MOD animations and illustrations, informational booklets and brochures, print ads, direct mail, OLA and email campaigns.

Alexion, Akcea, BioCryst, BioMarin, CureDuchenne, Horizon, Kyowa Kirin, Orchard, Retrophin, Sanofi Genzyme, Spark, UniQure, Versartis, Vertex

THE FULLBRIDGE PROGRAM 2012 - 2015

CREATIVE DIRECTOR

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 2011 - 2012

ART DIRECTOR

Websites, standard and rich media OLA and direct mail print.

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

ARNOLD WORLDWIDE 2006 - 2011

SENIOR DIGITAL ART DIRECTOR / DESIGNER

Websites, standard and rich media OLA, email campaigns, social media campaigns.

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 / CONTRACT 2000 - 2006

DIGITAL DESIGNER / DEVELOPER

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 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 Class of 1998

BFA MEDIA ARTS / Studio for Interrelated Media

Multimedia Design, Animation, Video, Installation, Sculpture