

in my head:

Senior Art Director - Integrated Marketing '06- Present

As senior art director, my role involves maintaining and further developing our brands., managing several art directors, as well as freelance. Working closely with my creative director on conceiving, writing and developing many of our programs. I have excelled in designing and maintaining high quality results (often with very tight budgets and time lines), meeting with clients and executing their direction with precision, coordinating the work of a diverse group of designers to deliver a consistent look and feel, and engaging in a broad spectrum of design approaches with both print and web media. I pride myself on being a designer your peers look to for insight. Brands: AXE, Suave, Degree, Sunsilk, Breyer's, Popsicle, Starbucks, Brawny, Angel Soft and Quilted Northern.

Creative Director - Print/Magazine - Streamline Publishing '04-'05

As creative director my responsibilities were broad, with design layout, image manipulation and file preparation for print for two different magazines. Working closely with editors, free-lancers, photographers and printers. Meeting deadlines under pressure.

Creative Director - Print/Web - Inergi Fitness '00-'04

From a freelance client to a full-time position, I have the opportunity to direct a running and walking apparel catalog with a team of graphic and web designers. Handling all aspects from layout, photography, models and printing. Paralleled with the catalog drops, maintaining the web site, internet, mailing promotions and package design. Along with my position as creative director I am also a board member and have input into marketing strategies and company decisions.

Senior Designer - DIGS '98-'99

Responsibilities range from developing concept, design and construction of unique large format displays. Maintaining client, designer and printer relationships.

Designer - Marketing Depot '95-'98

This position allowed me to design, illustrate and work with digital printers as well as technical solutions for a range of problems.

Illustrator/Production Manager - Lakeside Inc. '93-'95

(Licensing co. for Looney Tunes, Marvel, DC Comics, Hanna Barbera). Working with various artists and talents, from concept to finished illustrations and printed apparel.

at the desk:

InDesign, Photoshop, Illustrator, DreamWeaver, ImageReady, Freehand, Premiere, LiveMotion, Quark Xpress and a favorite paper & pencil. I design with the end result in mind, working closely with the production team as well as doing actual mechanicals for custom elements.

how i got so smart:

BFA, Graphic Design - Paier College of Art, Hamden CT. '89-'93

Trial & Error - Late nights and life experience.

it's what i do:

Motivated to succeed. Ability to successfully handle responsibility, desire to assess and quickly solve problems, do what needs to be done, when it needs to be done! I have experienced many facets of the design and print industry, while cool under pressure meeting yesterdays deadlines. I will always learn as well as teach, I encourage a challenge! A true artist eats, sleeps and breathes creative thoughts, constantly thinking of what's next!

So what's next?

