

## OBJECTIVE

Obtain a position that provides a challenging opportunity while utilizing my talents and full potential.

## SELECT CLIENTS

Alvarez & Marsal	Disney	Southpole
August Silk	Garanimals	Time Inc.
Barclays Center	New Jersey Nets	ZeroXposur

## AWARDS

2008 Gold Davey Award for Logo Design  
2008 Silver Davey Award for Integrated Campaign

## PROFESSIONAL EXPERIENCE

### ART DIRECTOR: Pulse Creative, New York, NY | 8.2006 – present

#### BRANDING & MARKETING:

- Conceptualize and develop brand identities for clients in various industries incorporating logo design, website design, print collateral, viral video, mobile initiatives and so on.
- Establish brand positioning and customer profiles through market research.
- Direct the design team in developing, shooting and executing interactive brand campaigns and strategies.

#### DESIGN & PRODUCTION:

- Design and develop online initiatives that can be integrated into a brand's advertising, marketing and public relations campaigns, including websites, banner ads, and viral campaigns.
- Manage and perform day-to-day website/online maintenance for clients with the internal design team and account managers.
- Oversee design, layout and production of packaging and print media which aligns with and reinforces brand equity while effectively impacting the target audience.

#### NEW BUSINESS:

- Participate in new client/business pitches involving new brand introduction, re-branding and interactive initiatives.

### FREELANCE DESIGNER: New York, NY | 1.2001 – present

- Conceptualize identities for various types of clients, including Jask Clothing Company, Fashion Overseas Bureau, and Catherine Malandrino.
- Develop, design and produce various types of collateral and interactive campaigns.
- Consult with contracting firms and individuals on creative direction for client.

### ASSISTANT DESIGNER: MediaPost, New York, NY | 11.2005 – 8.2006

- Responsible for the layout of the company's associated trade magazines, *OMMA* and *MEDIA*.
- Assisted in the design and production of all printed collateral corresponding to events such as award shows, seminars, and conferences, which include signage, program guides, etc.
- Developed web banner ads for upcoming award shows, seminars, and conferences.

### GRAPHIC DESIGNER: Saratoga Associates, New York, NY | 9.2005 – 12.2005

- Developed portfolio sheets for landscape architectural project bids.
- Designed company materials such as holiday cards and print ads.
- Photographed and edited images for the company image database.

### APPLICATIONS ENGINEER: Edmund Optics, Barrington, NJ | 6.2001 – 8.2004

- Provided technical support on applications regarding the use of stock optical products.
- Researched and added new components to catalog, which involved writing copy, layout, and evaluating product.
- Analyzed prints and provided technical input for quoting of custom military and industrial requests.

## SKILLS

Operating Systems: Mac OS, MS Windows

Software and Programs: Adobe Photoshop, Illustrator, InDesign, Acrobat Professional, Dreamweaver, Flash, Quark, MS Word, Excel, PowerPoint

Partial Knowledge of Languages: HTML, Javascript, Actionscript, XML, PHP

## EDUCATION

### THE STATE UNIVERSITY OF NY - FASHION INSTITUTE OF TECHNOLOGY

Major: Associate in Applied Science, Communication Design May 2005

### RUTGERS, THE STATE UNIVERSITY OF NJ – RUTGERS COLLEGE

Major: Bachelor of Science, Physics May 2001

## EXTRA-CURRICULAR

Nike Recess Federation; Director of C. Hill 3-on-3 Basketball Summer Tournament; Urban Professionals Basketball League; Jask Clothing Company