

SUMMARY

Hands-on design director with an inspired and intuitive understanding of branding and sponsorship. Offering a wide range of skills and creative production experience in video, digital, and print. Practical and proactive in production, delivering critical high-value assets on schedule and in budget. Positive, helpful coworker who communicates well, and a valuable team leader and mentor to creative juniors.

WORK EXPERIENCE

MRM for Health, Princeton, NJ

2023 – UI Designer, freelance

- Redesigned a high-profile HCP pharmaceutical website for Xarelto, a blood thinning drug.
- Established a detailed Figma library of UI elements, typography styles, page layouts and prototypes.
- Presented designs to clients and internally on a regular basis.

Roman Health Ventures (Ro), New York, NY

2021–2022 – Senior Brand Designer

- Created top performing TikTok and Instagram video ads from user generated content for paid social promotions.
- Set up an in-house photo studio, hiring and managing junior designers and requisitioning equipment.
- Created 3D Models and animations of consumer goods and pharmaceutical products.
- Designed high-profile consumer-facing landing pages for healthcare and pharmaceutical products.
- Created cobranded campaign assets for Major League Baseball.

JW Media (Olympia Productions), New York, NY

2020–2021 – Creative Director

- Led the creative direction of the OlympiaTV OTT platform: UI, branding, and video graphics. Oversaw 2020 pay-per-view launch.
- Redesigned logo and branding for the Olympia Fitness and Performance Weekend, distributing country-specific assets globally.
- Streamlined graphic production on critical deadlines.
- Created on-air video, graphic package, and motion graphics.

American Media Inc., New York, NY

2010–2020 – Creative Director

- Produced integrated creative assets for sponsored content campaigns in the lifestyle, health and fitness, and celebrity markets.
- Helped conceive and produce a video program, 'Lifter's Guide,' for GNC, earning \$100K, 800K social views, and over 3K shares.
- Streamlined production of broadcast spots, and online and print promotions for Men's Journal, Muscle & Fitness, OK!, Star, and Playboy.
- Served as a key hire from Playboy magazine to integrate their marketing and sales programs into American Media during acquisition.

Playboy Enterprises Inc., New York, NY

2005–2009 – Promotion Art Director

- Optimized the workflow of Marketing Art Department production services for marketing, sales, and intra-departmental requests.
- Took a lead role in renovating and rebuilding the art department and increased staff, equipment, capability, and workflow.
- Led art direction for three \$1M sponsored Super Bowl parties, art directing web, video, print, email campaigns, and décor video.
- As manager, interviewed, hired, and retained top freelance design talent.

Wunderman, New York, NY

2004–2005 – Art Director, freelance

- Art direction for the Microsoft TechEd 2005 website and direct marketing print components.
- Established style guidelines and created graphics, animations, photo treatments, and banner ads, meeting urgent deadlines.

Scholastic Inc., New York, NY

2000–2004 – Animator, freelance

- Brought characters to life in After Effects animations for multiple titles in the award-winning 'I-Spy' children's CD-ROM line.
- Conceived and made critical elements for five best-selling releases, animating puzzles and character interactions with voiceover.

SKILLS

Advertising, Promotion, Creative Direction, Art Direction, Digital Design, Ideation, Production, Motion Graphics, 3D Modeling, Animation, OTT Streaming, Photography, Photo Retouching, Print Design, OTT Streaming Video, Storyboarding, UX/UI, Marketing, Management, DAM, Synology, PhotoShelter, Airtable, Asana

SOFTWARE

Figma, After Effects, Cinema 4D, Blender, Premiere, Photoshop, Illustrator, InDesign, Adobe Creative Suite, HTML, CSS

EDUCATION

B.A. in Art and Art History, Rice University, Houston, TX