

Profile

Twelve years of graphic design, web design, and web development experience. Extensive background in illustration, design, and production. Established track record of delivering innovative design solutions. Results-oriented team player, adept at balancing creative, management, and client demands. Highly creative, motivated self-starter, able to lead and support design development from inception to completion.

Work Experience: Staff

Euro RSCG www.eurorscg.com

Digital Designer (July 2011 – Present)

- Collaborate with account teams to devise digital solutions to clients' marketing challenges
- Ensure that designs clearly communicate brand messages and are consistent with brand identity look and feel
- Translate brand strategies into functional and compelling design solutions
- Oversee all digital media projects, providing creative direction on design concepts and execution
- Spearheaded the re-design of digital tools for sales force, resulting in increased product sales & product awareness
- Led creative team in establishing best practices & development strategies for iPad design

Thirteen WNET www.thirteen.org

Graphic Designer (May 2006 – Feb 2009)

- Created design identity for the company's online presence
- Conceptualized and designed a series of presentations that were used to secure sponsorships and funding
- Re-designed and produced the company's homepage, resulting in increased site traffic
- Created competitive ads for pledge drives that were instrumental in helping the network exceed its funding goals
- Designed various high-profile websites for the network's wide range of programming
- Produced all components of Religion & Ethics Newsweekly website, including stories, video content, and promotional graphics
- Assisted in migration of website content to new content management system
- Maintained multiple company sites daily, updating graphics, video, and html
- Designed various websites for Thirteen programming, Ken Burns – The War, Public Television Rocks, Where We Stand, Jonathan Pond, Leading with Kindness & Re-design of NOW

Work Experience: Freelance

Behavior www.behaviordesign.com

Freelance Graphic Designer (Nov 2010 – July 2011)

- Prepared mechanical and digital files, retouched art, and created mock-ups
- Created iconography and layout for client website
- Developed microsite for usability testing
- Designed and illustrated multiple logos

Council of State Governments www.consensusproject.org

Freelance Graphic Designer (Sept 2010 – Dec 2010)

- Designed variety of high-profile online promotional materials banner ads over several affiliated websites
- Designed promotional newsletter and iconography for online forum

ooVoo www.oovoo.com

Freelance Graphic Designer (Feb 2010 – Mar 2010)

- Design & Illustrated print brochures, promotional materials for tradeshow and marketing events
- Developed and re-designed online content, e-mail marketing, and social media strategy
- Designed interactive banner ads for client application
- Set the design direction and style for marketing campaigns to meet clients' strategic objectives

The Wonder Factory www.thewonderfactory.com

Freelance Graphic Designer (Dec 2009 – Jan 2010)

- Collaborated with clients to develop design strategy and market approach
- Assisted with the implementation of research-based strategic marketing plans within clients' objectives
- Conceptualized and designed mock-ups for brand re-design pitch, resulting in a new business win

Technical Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Skilled illustrator; proficient in traditional mediums, techniques, & methods.
- Adobe In-Design
- Adobe Acrobat Pro
- Adobe Dreamweaver
- Adobe Flash
- Adobe Premier
- Adobe Fire Works
- Quark XPress
- Final Cut Pro
- CSS, XHTML, PHP
- 3D Studio Max
- Cheetah 3D

Education

- TCI College of Technology 1999-2001
Associate of Applied Science in Digital Media Arts
- Borough of Manhattan Community College 1997-1999
Associate in Arts