

Design Experience

2013 - BrandShare® - Art Director

Directed campaign print/digital/package advertising materials for global and small brands to be delivered in E-commerce packages. Devised and implemented our incentivized social sharing program which exponentially expanded campaign reach and provided new data and metrics for clients. Rebranded and streamlined creation of BrandShare promotional materials. Developed new multi-touch presentation tools and strategies for our sales team.

2012 - Show Media LLC - Interactive/Graphic Designer

Concepted and designed out-of-home campaigns/proposals. Helped develop UX for the Digital Transportation Network of touch-screens in executive black cars in NYC. Concepted and designed software features and custom DTN microsites for high-end clients including Dior, Cadillac, Emirates, Porsche and Embraer. Oversaw advertisement content management for the network.

2011 - HTX Animation - Freelance Artist

Worked on commercials, short films, music videos, and websites doing illustration, motion graphics, post-production, and animation.

2010 - Merel Technologies Inc. - In-House Creative Director

Concepted and designed user interfaces for the mTouch multi-touch table and iphone/tablet applications. Worked directly with product engineering staff doing iterative product development. Evolved the mTouch brand through print, web, motion-graphics and tradeshow presence. Print and web marketing.

2008 - The Parkside Group - Production Designer

Designed direct-mail, web sites, as well as post-production and animation for broadcast advertisements. Non-profits and political candidate clients.

Skills

- ✔ Adobe CC
- ✔ Adobe After Effects
- ✔ HTML/CSS
- ✔ Wordpress
- ✔ iDevice and Android UX
- ✔ Mobile Device Management
- ✔ Web Content Management Systems
- ✔ Cinema 4D Experience
- ✔ Digital Photography & Retouching
- ✔ Illustration
- ✔ Prepress
- ✔ Social Media Strategy

Education

2007 - Graduated BFA Communications Design Major from Syracuse University.

2006 - Attended Interdisciplinary Design Classes in SU's London Program.

2002 - Graduated from Lake Braddock Secondary School.

2001 - Attended Summer Art Video Classes at the Art Institute of Pittsburgh.

Contact

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