

## SUMMARY

A results-driven Creative Director with 8+ years of multidisciplinary design experience across all platforms in digital. Specializes in digital advertising, product design, UI/UX design, and brand development. Experience leading and inspiring teams through a variety of projects in deadline driven environments. Proven history of promoting creative excellence and leveraging design competency to deliver beautiful, original, and strategically sound creative solutions that exceed business objectives, excite consumers and grow iconic brands.

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## EXPERIENCE

### YellowHammer Media Group | Creative Director

MAR 2018 - PRESENT, NEW YORK CITY

Lead design direction and creative strategy for all YellowHammer clients across multiple paid media channels. Work intimately with clients and internal teams overseeing all aspects of the design process to deliver data-driven creative strategies and solutions that drive ROI and increase brand awareness. Responsible for developing, mentoring and diversifying design teams, and nurturing creative culture.

### SpringServe | Product Designer

APR 2016 - MAR 2018, NEW YORK CITY

Responsible for all UI and UX design decisions across multiple mobile and web-based apps. Worked closely with PMs and Engineers from inception to early implementation: defining features, establishing timelines, and ensuring visual consistency. Created wireframes and pixel-perfect mocks to communicate layout, interactions, and flow. Developed, mentored, and identified new discipline expertise for the UI/UX design team.

### YellowHammer Media Group | Sr. Graphic Designer

FEB 2011 - APR 2016, NEW YORK CITY

Responsible for day-to-day creation of digital media for all advertising campaigns across web, mobile, video and social media platforms. Actively monitored campaign KPIs and optimized creatives accordingly. Ground up development and management of creative department process and strategy. Collaborated with PMs and Engineers to develop proprietary creative technologies and data-driven solutions.

### Freelance & Consultancy Services

OCT 2006 - PRESENT

Worked with various startups on brand development projects, including logo design, identity collateral, and brand storytelling. Designed, developed, and launched multiple large scale websites. Provided UI/UX consultancy and frontend development for mobile and web-based applications. Presented design concepts and creative strategy to various groups and fostered consensus across all stakeholders.

## EDUCATION

### The Art Institute of Philadelphia

2006 - 2010, PHILADELPHIA

Bachelor of Science, Media Arts & Animation

## SKILLS

Advertising  
Creative Direction  
Product Design  
Visual Design  
UI/UX Design  
Interactive Design  
Motion Graphics  
Branding  
Illustration  
3D Modeling

## TOOLS

Adobe Creative Cloud  
Sketch  
InVision  
Balsamiq  
Final Cut Pro  
3ds Max

## TECHNICAL

HTML  
CSS  
Javascript  
Bootstrap  
WordPress  
Git