



s o l u t i o n s

education

Rhode Island School of Design
Providence, RI

BFA Design/Illustration

Albertus Magnus College
New Haven, CT
Liberal Arts

awards

ema awards

State Street, Equiva, International Paper,
Community Hospitals, and Integon

president's award

Gage Marketing

nedma

Unshackle Upstate – Social Media – Gold Award

w3

Boston.com Globe 10.0 Facebook App
– Web Marketing Application – Silver Winner

internet advertising competition

Buell Motorcycle Company – 2009 Spring Promo
– Best Automobile Online Ad

Progress Software – Best Technology Rich Media Online Ad

skills

Adobe Creative Suite: Illustrator, Photoshop,
Flash (non-actionscript), InDesign, Word, Basic Powerpoint

Working with photographers, vendors and coders

Mentoring/directing junior designers/freelance

Presenting and interacting with clients

clients

Microsoft

Symantec

Avery Dennison

Abbott

Pfizer

Bank of America

Biogen

Millennium

Mattel

Nestle

Shire

MaineHealth

Raytheon

Lawrys

US Bank

3M

Staples

Harley-Davidson

Liberty Medical

...this is just

a sampling

experience

2011-Present

Staples, Framingham, MA | www.staples.com

Sr. Interactive Designer

2010-2011

Bernard Hodes Group, Boston, MA | www.hodes.com

Creative Director, Digital/Print

Responsible for the management, presentation and development of highly creative conceptual approaches based on approved strategies for both online and offline communications. Participated in new business pitches and nurture existing client relationships within the creative realm. Provided estimates, quotes and timelines. Worked with copywriters, developers, digital strategists, producers, external vendors/freelance talent, and account team to produce deliverables such as websites, microsites, rich media, email blasts, and various print solutions.

2009-2010

Overdrive Interactive, Allston, MA | www.ovrdrv.com

Senior Interactive Art Director

Communicated to internal team and clients how creative concepts support the defined project objectives and user conversion goals. Worked with internal teams to concept and implement marketing campaigns for various online projects while adhering to best practices. These projects/campaigns took form in rich media, social media, facebook applications, websites, landing pages, microsites, video platforms, branding and emails.

2004-2008

Gage Marketing, Newport Beach, CA | www.gage.com

branch office closed

Senior Art Director, Digital/Print

Designed websites, emails, banners, collateral, direct mail and branding for sweepstakes & promotions, partner programs, B2B, B2C, spanning all industries. Presented solutions to internal team and clients. Worked internally with technology, account team and creatives as well as with clients to deliver solutions that held within time and budgetary constraints.

2001-2004

Abbott MediSense, Bedford, MA

Senior Art Director

Designed packaging, ads, collateral, posters, banners, logos, environmental graphics and illustrations for different departments within the corporation such as Worldwide Marketing, Human Resources, Customer Care, and Research & Development at the U.S. and United Kingdom locations. Responsibilities also included hiring freelance talent, directing photographers and working with various vendors as well as different layers of management within the company.

1995-2001

JWG Associates, Inc., Needham, MA

bought by www.tmp.com

Design Manager/Senior Art Director

Designed collateral, ads, posters, logos, websites, animations/banners for a wide range of clients. Went on press checks to insure quality to client. Worked with photographers, stock houses and vendors. Supported Vice President of Creative Services in overseeing all corporate work from a large staff of creatives under tight deadlines, as well as simultaneously working closely with copywriters, clients, account executives, and regional managers in eleven regional offices in order to meet client creative needs.



View my
portfolio