

Hello, here is a little bit about me.

Senior Art, Digital & Graphic Designing Professional / Healthcare Industry / Web Design Management / Project & Production Management / Digital Business Strategies

Award-winning, innovative, and multi-faceted, Digital & Graphic Designing Professional with 17+ years of experience in designing compelling, entertaining, and informatively rich media, marketing communications, advertisements & promotions, and branding initiatives in diverse industries. Lead cross-functional design teams in planning and execution of large-scale, integrated marketing and branding initiatives while securing numerous lucrative contracts by creating innovative concepts and presentations.

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- **Strengthen** brand awareness, and sales volume by designing campaigns including corporate branding, digital media, and print advertising
 - **Create engaging**, technically correct, and brand reinforcing graphics while managing multiple complex projects
 - **Cultivate** effective production workflows and produce deliverables on time and within budget
 - **Other Core Competencies include**
 - Brand & Marketing Communications
 - Corporate Identity / Logo Design
 - Design Layout / Package Design
 - Art & Creative Design Direction
 - Strategic Planning & Analysis
 - Concept / Creative Direction
 - Outdoor Advertisement
 - Verifiable success in managing and leading creative design teams; directing photo shoots for large-scale campaigns; attending press checks to ensure quality of printed material coupled with proficiency in a wide variety of digital media
 - Manage multiple design projects simultaneously, facilitate art direction while consistently exceeding expectations, collaborating cross-functionally, and interdepartmentally to achieve goals within strict deadlines and budgets
 - Talent for developing brands from concept to execution, exhibit full oversight of brand management and collateral development in alignment with company concept, perception, and target market requirements to increase the overall value
 - Subject matter expertise across Healthcare and Pharmaceuticals, as a senior lead designer, producing high-quality marketing collateral
 - Efficient cross functional collaborator – Demonstrated capacity to align efforts of Engineering, Operations, Business, and Design teams, thus achieving target completion of end product deliverables
 - Provide effective design services to a diverse clientele in the areas of creative development, branding, and advertising while developing design solutions that strengthen clients' brands and support marketing campaigns

Professional Work History

4/2014
Present

Senior Graphic Designer / Society of Hospital Medicine / Philadelphia, Pa

Deliver operational excellence, design development for a national healthcare advocacy institution and develop new branding for the company as a whole, while also working with outside vendors to redesign the company website. Conceptualize and design marketing materials to ensure maintenance of graphics and brand identities across print and web platforms. Regularly liaise with the marketing director to determine solutions and concepts to best support client needs. Create high-end designs/signage for annual events including, brochures, logos, presentation posters, way-finding materials, exhibit designs, and digital designs.

- Proactively operate as the lead graphic designer managing a team of graphic designers while overseeing projects from concept-to-completion on a daily basis, encompassing logos, 300+ page guides, and digital marketing concepts
- Perform as a main contributor within a client-facing role supporting management across the organization along with streamlining operations and facilitating process improvements while completing web art, brochures, and graphic design
- Demonstrate excellent designing acumen, handling branding and architecture logo as the art director and as the lead designer on multiple projects while cultivating ads and billboards along with community events and engagements
- Successfully optimize brand imaging; align goals of the organization with brand messaging; administer consultation regarding insights to support web design feature; and create quarterly magazines for all hospitals in the network
- Facilitate one of the largest annual conferences in New Jersey for the organization with 4,000+ attendees and collaborate effectively with a diverse cross-functional team including marketing professionals and account executives

1/2008
3/2014

Art Director / RWJBarnabas Health / Mount Laurel, NJ

Accomplished art department work requirements by orienting, training, assigning, scheduling, and coaching employees. Regularly exceeded art department work standards by following production, productivity, quality, and customer-service standards while resolving operational problems and identifying work process improvements in an efficient manner.

- Conceptualized and executed all design aspects for NJ's largest non-profit healthcare service provider as well as collaborated with multiple PR and Marketing directors to ensure campaign design delivered messaging goals
- Cultivated and crafted marketing materials including branding, design identity, marketing campaigns, and design of quarterly magazine publications for 6 acute-care hospitals and additional outpatient services

6/2006
1/2008

Graphic Designer / RWJBarnabas Health / Mount Laurel, NJ

Showcased ability to combine art and technology to communicate ideas through images and the layout of websites and printed pages while utilizing variety of design elements to achieve artistic or decorative effects. Developed concepts, graphics, and layouts for product illustrations, company logos, and websites while determining size and arrangement of illustrative material.

- Recognized for executing design of campaign and other marketing materials; developing brand identity by designing brochures, flyers, posters, banners, exhibit booth design, billboards, print ads, and other marketing related collateral
- Hands on ability to schedule project implementation and define budget constraints; worked with a wide range of media while thinking creatively and developing new design concepts, graphics, and layouts

10/2004
6/2006

Graphic Designer and Production Manager / National Multiple Sclerosis Society Greater Delaware Valley Chapter / Philadelphia, Pa

Steered and directed marketing materials for a non-profit medical service provider; conceptualized designs for all printed materials; and collaborated with printers for best quality and cost in an efficient and effective manner.

- Reviewed design, manufactured specifications and budget for products; reported accurate cost savings and maintained budgets for cost of goods; as well as evaluated and optimized quality of art
- Performed graphic design and handled production, press checks and supported fundraising events with the MS Society

2000
/2004

Additional Experience & Educational Internships

Freelance Graphic Designer / Aramark / 2004

Freelance Graphic Designer & Production Artist / Snydercreative, Inc. / 2003 – 2004

Freelance Graphic Designer / Wharton School Of Business at The University Of Pennsylvania / 2002 – 2003

- Designed engaging and captivating concepts for the college community at Wharton School Of Business

Freelance Graphic Designer / Campbell's Soup Company / 2001 – 2002

- Accountable for graphic design work regarding V8 and V8 Splash label working collaboratively with international brands and completing packaging design requirements as a graphic designer at Campbell Soup

Art Director Intern - The Rev Group (2000 – 2001) / **Art Director Intern - The Brownstein Group** (2000)

Education Qualifications

Design Leadership Course / Cooper / Designit Training NYC / 2017

Continuing Education Certificate in Web Design / Moore College of Art and Design / 2014

Moore College of Art and Design / 2001

- Bachelor of Fine Arts (BFA) Major: Communication Arts / Emphasis in Graphic Design

Volunteer Experience

Alumni Board Member of Moore / College of Art and Design / 2008 – 2012

Creative Partners Roundtable / 2013

Technology Proficiency

Adobe Creative Cloud: Indesign, Illustrator, Photoshop, Flash, Dreamweaver / **Microsoft Office Suite:** Powerpoint, Word, Excel, Outlook, Access / **HTML& CSS / Quark / Project Management Programs:** Workamig, Work Front, Workzone, File Maker, Trello

Awards & Achievements

Philly Ad Club Addy Award: Gold for Public Service, Non-Traditional / 2010

Healthcare Marketing Awards: Gold for Special Event / 2010

Aster Awards: Gold for Poster Display & Newspaper Advertisement & Poster Display, Silver for Other/Miscellaneous / 2010

NJ Astra Awards: Best of Show, Gold for Public Service, Out-of-Home Campaign, & Self-Promotion, Silver for Direct Marketing B-to-B & Out-of-Home, Billboard / 2010

NJ Ad Club Jersey Awards: 1st Place for Public Service Multimedia Campaign & Rack Brochure, 2nd Place for Collateral, Poster Campaign & Newspaper Advertising, 3rd Place for Mall Kiosk, Pro Bono Work Advertisement, Direct Mail, Miscellaneous Collateral, Newspaper Campaign, & Trade Magazine Advertising / 2010

Health Care Marketing Awards: Gold for Special Event, Bronze for Logo/Letterhead Design / 2009

NJ Astra Awards: Gold for Special Events & Newspaper Advertisement, Silver for Poster Display & Billboard Design / 2009

Jersey Awards: 1st Place for Newspaper, 2nd Place for Website Design – Self-Promotion, 3rd Place for Outdoor Billboard / 2009