

professional experience

l'oreal  
maybelline new york  
575 fifth avenue, new york  
*fall 2003 to winter 2004*

as the global art director for this major american cosmetics brand, my responsibilities included the redesign of point of purchase materials and packaging. elevating primary and secondary packaging for specific world markets and the successful launch of new key products from concept to user experience around the globe.

victorias secret stores  
columbus, ohio & new york  
*fall 2001 to fall 2003*

as the associate creative director for the mass-tige intimate apparel giant, I led a design team and worked with in-house departments to acheive goals on budget. campaigns included printed materials, print ads, in-store marketing, tv, electronic media, and catalog. collaborating with the world's top creative minds and talent to create compelling visuals and generate desired accounting standards.

chanel, inc.,  
frédéric fekkai & co.,  
600 madison avenue, new york  
*summer 1998 to fall 2001*

as the art director for this growing hair care and beauty company with full-servive luxury salons, I managed coordinated and advised on all aspects of design from printed materials, package design and photo shoots to architectural spaces and electronic media. In addition, I established and organized the company's art department in which all aspects of art and design were conceptualized, developed and produced.

pinkhaus  
2424 south dixie highway, miami  
*winter 1995 to summer 1998*

as an art director for this innovative design firm, I designed and art directed all accessories catalogs for mercedes-benz, north america. primary responsibilities included concept, design and layout; photo shoot art direction, photo shoot coordination, casting and location scouting. I enjoyed working with an extensive list of photographers, stylists and models. as well as effectively managing client relations.

calvin klein  
205 west 39th street, new york  
*spring 1994 to winter 1996*

as a designer for this american fashion empire, I focused on the design of collateral pieces, including hosiery packaging, men's underwear packaging, garment and home furnishing hang tags, and labels. other projects included the re-design of the women's jeans pocket flashers and waistband labels and the design of promotional postcards and special event invitations. I assisted with the design of fragrance, clothing, accessories and home furnishing print ads, media posters and t-shirt logo design.

pentagram design inc.  
212 fifth avenue, new york  
*fall 1993 to spring 1994*

as a freelance designer for this worldwide design studio, I assisted with the design and production of all promotional materials, corporate identities and package design. under the direction of paula scher, my team serviced such clients as the museum of natural history, rainforest crunch, and the new york times magazine.

harper's bazaar magazine  
1700 broadway, new york  
*winter 1992 to spring 1994*

as the art assistant for this high-end fashion magazine, I worked with designers and art directors in the art / editorial department. under the superior direction of fabien baron, I assisted with page design and photo shoots.

as a junior designer for the promotion / advertising department of harper's bazaar magazine, I assisted with the design of all promotional materials, photoshoots and accolades pieces.

christian lacroix  
26 avenue montaigne, paris, france  
*fall 1992 to winter 1992*

as an intern for this fashion house I gained knowledge of the world's leading fashion designers while assisting the senior designer.

education

2017-2018  
parsons school of design  
new york, new york  
MPS degree in  
communication design/product design

1991-1994  
parsons school of design  
new york, new york  
BFA degree in  
communication design

1992  
parsons school of design  
paris, france

1989-1991  
art institute of fort lauderdale  
fort lauderdale, florida  
AAS degree in  
visual communication