

OBJECTIVE

An interactive art director intent on delivering a solid dose of innovation as a serious element of the creative team.

SKILLS

Practiced in both modern and traditional graphic design principles with a strong sense of conceptual development of identity and branding.

Fundamentally proficient in modern web design sustained by a strong set of web development skills encompassing client and server side technologies.

Inherent dedication to exploring unique solutions while adhering to current emerging standards.

Experienced portrait, street & news photographer.

Expert knowledge of traditional and modern methods of screen printing.

EXPERIENCE

Loux *Interactive Design, Marketing, Photography, Production*
Independent fashion label began as a personal project to satisfy experimental tendencies in all matters of the creative process. Development of a custom content management system powering the online presence and store. Development of identity system and branding. 2002–

Freelance *Web Development, Graphic Design, Branding*
Concept, design and development of online presence. Development of identity system and branding. Development of a custom content management system powering beautifully simple portfolio sites directing the focus to the content, without sacrificing the carefully crafted aesthetic. 2008

Apple, Inc *Training, Support, Sales, Visual Merchandising*
Anchored the technical team with frontline customer support at the Genius Bar, troubleshooting, diagnosing and repairing Apple hardware and software. Juggling customer and product issues with a genuine sense of urgency. Provided an amazing, personalized shopping experience to each and every customer. Regularly evaluated and enforced company display standards and business initiative. Instrumental in maintaining visual direction. 2006–2008

Capitol, Fueled By Ramen *Graphic Design, Photography*
Concept, layout and design of album releases, merchandise and promotional collateral. 2005-2006, 2009

Freelance *Graphic Design, Management, App. Development*
Design of merchandise and promotional collateral. Management of multiple bands, merchandise, catering and finances on national tours. Development of a custom content management system powering the sales and inventory tracking and management for touring bands. 2005–2007

Darkwhite Records *Art Direction, Web Design, Graphic Design*
Art direction of all merchandise and advertising. Concept, design and development of online presence. Design of album releases, tee shirts, collateral. 2003–2006