

## AWARD-WINNING ART DIRECTOR

Innovative and creative talent who blends traditional fine art and technology skills to develop compelling narratives that drive results. Ensures project success through applying creativity, collaboration and adaptability as a leader or as an independent contributor. Recognized as fast, facile and focused throughout the design process from concept to production, which ensures project timelines and goals are met. Applies current trends and a forward-thinking approach to create unique and relevant designs for client-focused solutions. Driven to wow clients with creativity, while meeting client expectations with quality and efficiency no matter the scope of the project.

## TECHNICAL SKILLS

Art Direction • Photoshop • Illustrator • InDesign • Dreamweaver • XD • After Effects • Aero • Premiere • Figma • Sketch • Zbrush • Blender • HTML5 • CSS • JavaScript • Flexbox • Sketch • Responsive and Adaptive Mobile design • Brochures • Periodical Ads • Direct Mail • Mac and Windows OS • Workfront

## PROFESSIONAL EXPERIENCE

**WebMD Health Corporation**, New York City, NY (Remote)

**2008 - 2020**

### ART DIRECTOR | Medscape

- Directed, developed and oversaw a remote team of 2-6 graphic designers and 3 web developers.
  - Team was dedicated to specific ad content designed for the physicians' portal, providing clinical information to better serve patients.
  - Direct client-facing involvement with initial meetings, pitches and project guidance, along with interactions between account managers and writers.
- Conceived and designed the Point of Contact (POC) expanding media ad for desktop and mobile.
  - Streamlined and improved the user experience, generating increased revenue of up to \$11M.
  - Number of unique ad units ranged from 350 - 500 per year.
- Developed and implemented the first-ever internal and external design guides for all ad products, creating a standardized process used world-wide for all Medscape ad design.
- Improved intra-department workflow with introduction of Sketch and InVision products.
  - Reduced overall design timing by 30%.
  - Developers were able to pull information for CSS and HTML without the need to open Photoshop assets.
- Collaborated with the US team to set up and train a new United Kingdom office in 2019.
  - The growing team of 2 designers, 1 developer, account and editorial teams would cover pharmaceutical companies overseas, which had a unique set of guidelines separate from what was required in the US.
- Oversaw and efficiently manage world-wide projects and teams remotely across time differences, which aligned project timelines to Eastern Standard Time (EST) ensuring contract timelines and scope were met.

**Pokémon USA**, New York City, NY

**2006 - 2008**

### ART DIRECTOR

- Led team of 2-3 designers for web, print, online video commercials and product development supporting the Pokémon card and video games, as well as creating materials and promotions for the online store.
- Collaborated on creating the Pokémon Learning League, an online interactive classroom supplement used for the continuing education of basic curriculum by elementary to middle school students.
  - Received The National Parenting Center seal of approval (2007), iParenting Media award (2007), AEP Distinguished Achievement Award (2007), BESSIE Award (2007), SIAA Codie Award for Best Instructional Solution for Students at Home (2008), increased press exposure and market presence.
- Designed and developed convention booth displays for both Pokémon Learning League and display for the first New York Comic Con. Both conventions were essential and successful for awareness of the brand and new products.

## **Partsearch Technologies, New York City, NY**

**2004 - 2006**

### **ART DIRECTOR**

- Focused brand identity and awareness through online and print campaigns for the largest part supply catalog.
- Collaborated with the marketing team to identify where best to expand brand awareness
  - Partnerships with RadioShack, RC Willey and nearly every major consumer electronics retailer were developed.
- Created branding guidelines for media tactics, along with establishing new brand logo and overall design guide.
- Increased revenue through weekly campaigns and advertisements, promoting online business along with co-branded partnership campaigns through emails, banner ads and print.

## **TP Orthodontics Inc., LaPorte, IN**

**2002 - 2004**

### **ART DIRECTOR**

- Provided art direction for print/web campaigns and brand awareness.
  - Collaborated with the CEO to focus branding and develop design guidelines.
- Created the first online banner and email campaigns for various TP Ortho dental products.
  - This drove brand recognition with dental professionals, which led to an increase in sales, primarily with the InVu product.
- Expanded advertising designs beyond physician-focus to appeal to consumers including in-office posters, takeaways, and t-shirts, mainly for awareness with consumers as to what the best products would be for their needs.

## **J. Walter Thompson, Chicago, IL**

**2000 - 2001**

### **ART DIRECTOR | New Media**

- Part of a team of art directors that oversaw campaigns for major clientele in a fast-paced ad agency. Focus was mainly online and print with some broadcast commercial work.
- Launched monthly campaigns for brands and sub-brands including Helene Curtis, Oscar Mayer, Kraft, Northwestern Mutual and more.
- Increased brand awareness through targeted new media designs for clients including email blasts, interactive websites, print campaigns that lead to website extras through codes and video channels.
- Notable accomplishment:
  - Awarded the prestigious James Webb Young award within the first 6 months.

## **Playboy Enterprises, Inc., Chicago, IL**

**1998 - 2000**

### **ART DIRECTOR | New Media**

- Produced artwork and design for sections of the Playboy.com site and online store.
- Partnered with photography, video department and writers on new weekly content.
- Maintained content for one of the larger portions of the online portal which averaged 1500 pages per year.
- Involved with high volume user live video streams from the mansion, along with post-content updates, which was revolutionary for the time.
- Supplied illustrations and photography for both online and magazine.

## **EDUCATION**

**Master of Arts: Illustration** - Ball State University, Muncie, IN

**Bachelor of Fine Arts: Illustration** - Ball State University, Muncie, IN