

OVERVIEW

Passionate art director who not only has strong design skills, but is also an objective manager with a knack for crafting solid brand experiences and appropriate user experiences for all marketing channels. Highlights include designing successful programs for corporate clients like Dell, Visa & E*TRADE.

PROFESSIONAL EXPERIENCE

Freelance Designer

Ruffink: Print + Digital Design, San Francisco, CA

2011-2012

Owner and lead creative of a single-person freelance design shop working with varied clients for work ranging from, but not limited to, refreshing websites, email campaigns, direct mail, invitations, logo design, corporate identity, corporate design, and apparel graphics.

Associate Creative Director

SolutionSet, San Francisco, CA

2005-2011

Hands on Associate Creative Director in a rapidly moving relationship-marketing firm. Work comprised of: email, landing pages, web banners, catalogs and direct mail. Clients included: Dell Consumer, Dell Public, Dell Small & Medium Business, American Express and Harry & David.

- Fostered a program redefining Dell Consumer's print marketing strategy that tailored relevant content to individuals
- Developed an email wireframe program for Dell Public reducing the development time for email blasts.
- Collaborated with strategists to develop and design creative for CRM programs.
- Conceptualized and designed a microsite for Dell to optimize the consumer shopping experience between their print marketing and their website.
- Designed for global use, 45 templates and the accompanying style guide for a monthly catalog, which streamlined internal production saving the agency and the client money.
- Worked with Dell's global agencies to standardize the photo style and shot list for new product launches that saved the client time and money by eliminating redundant product photo shoots.
- Assisted Harry & David's internal creative department in re-designing their holiday catalog.
- Supervised a team of art directors to produce a monthly 56 page catalog reaching 14 to 50 million households.
- Managed a team of four art directors including assigning work, writing performance reviews and mentoring their professional development.
- Acted as a creative liaison by presenting work and collaborating with clients in person or over the phone.
- Designed innovative creative regardless of the restraints of strict style guides, having to align with existing campaigns, co-branding and/or funding.

Senior Art Director

Integrated Marketing Partners, San Francisco, CA

2004-2005

Senior creative responsible for concept, design and production of highly targeted, print and digital marketing in a fast-paced environment. Clients included: Juniper Networks, Mercury Interactive, Blue Shield of California, StorageTek.

- Conceptualized and designed a direct mail campaign for StorageTek, which received a 30% response rate.
- Developed a multi-platform program for Juniper Network's sponsorship of the NCAA Men's Basketball Tournament that included, logo design, a sweepstakes, direct mail, email with landing pages as well as web banners.
- Conceptualized and designed a direct mail piece for Mercury Interactive receiving a 15% response rate.

Senior Art Director

Euro RSCG, San Francisco, CA

2000-2003

Conceptualized and designed print ads, collateral, direct mail packages, DRTV spots, web banners, email, oversaw work of graphic designers, and participated in strategic planning meetings all under constantly tight deadlines. Clients included: Visa USA, E*TRADE, Nestlé USA, and Wells Fargo.

- Received an internal 'Professionalism Award' as well as a Silver Admark Addy for work promoting E*TRADE.
- Conceptualized and designed acquisition direct mail packages that consistently beat the "control" to generate new accounts for E*TRADE.
- Developed and designed a campaign promoting Bank of America's Visa Check Card resulting in Visa awarding agency their remaining check card marketing that year.
- Recognized by Visa with a Star Performance Certificate for excellence in strategic and creative work with their sponsorship of the 2004 Olympic Games in Athens.
- Designed a multi-medium program highlighting Nescafé Taster's Choice receiving a 17.8% response rate.

Art Director

MGH Advertising, Baltimore, MD

1997-2000

Honed concepting skills by designing pieces for all aspects of traditional advertising including: print, outdoor and broadcast, as well as direct mail and catalogs. Also designed corporate identities, posters, and invitations. Worked with photographers, producers and editors on both photo and TV shoots. Client work included: UTZ Quality Foods, Towson University, The Becker Group, Nouveau Furniture and Kennedy Krieger Institute.

Associate Art Director

Siquis LTD, Baltimore, MD

1995-1997

Learned the importance of attention to detail and the technical side of design by aiding senior art directors with concepting, creating layouts, manipulating photographs, scanning images, color correcting product photography and comping concepts in a fast-paced design shop. Client work included: Cole Haan, Woolrich Clothing, National Postal Museum, Little Me Clothing, and Alfred Angelo.

TECHNICAL SKILLS

Expert experience using Adobe Design CS5 (InDesign, Photoshop, Illustrator) and Microsoft Office (Word, Excel & PowerPoint). Have intermediate experience with Adobe Web CS5 (Dreamweaver, Fireworks, Flash) HTML and CSS. And an understanding of JavaScript, J-Query and how they relate to design.

EDUCATION

University of Baltimore, Baltimore, MD

MA - Publication Design

Loyola University of Maryland, Baltimore, MD

BA - Communications: Journalism

Minor - Fine Arts: Photography