

ABOUT

Multi-disciplined, award winning creative with over 25 years experience in print, digital, corporate id, web, branding and marketing.

Developed and extended brands for clients such as AXIS Capital, JPMorgan Chase, Swiss Re, NYU, Rutgers Business School, Wrigley, Colgate Palmolive, HAVAS, CQ Hotels and Paramount Network.

EXPERIENCE

— JUL 2022 — PRESENT

Creative Director/ Production Manager

Freelance

- Manage several clients in an array of projects from creative direction to production
- Manage production of projects for top pharma brands
- Work with award winning design firms in need of assistance with creative direction.
- Oversee presentations, print projects, created digital assets for web and productions of exhibits to ensure all projects were aligned with branding.

— NOV 2020 — JUN 2022

Senior Director, Marketing/ Creative Director

CGI Merchant Group

- Led team in complete re-brand of CGI Merchant group.
- Created marketing and sales material for fundraising team.
- Managed design refresh and supervised programming of website.
- Designed the sub brands for new companies under the CGI umbrella which ranged from the financial to the hospitality industry, including identity, collateral and digital materials
- Supervised the entire design process and all-important technical decisions from home office in NY and traveled to Miami once a month to review with CEO.
- Ensured that all marketing channels support the value proposition of the brand.

— FEB 2019 — MAR 2020

Art Director

HAVAS Production Studios

- Created and updated existing presentations and templates for internal clients and sales pitches.
- Created info graphics, logos and digital art, for use in presentations, collateral and online usage.
- Meeting with production teams and interfacing with clients.
- Support to Creative Director on digital assets.

— JAN 2018 — FEB 2019

Art Director/ Sr Production Artist

Paramount Network

- Worked closely with Sr Project Director and team to create presentations and graphics for the sales and marketing teams.
- Created digital ads (some animated) to be used on social media and Video on Demand (VOD) platforms.
- Created digital art for environmental ads and displays.
- Photo retouched key art and updated/ customized layouts for programs and events at the network.

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EXPERIENCE

continued

JUL 2008 — MAR 2017
FEB 2007 — JUN 2008
APR '02 — FEB '07

Art Director / Digital Design Director

Baseline Group NY

- Integral part of team that re-branded Baseline Design to Baseline Group NY.
- Lead on all digital projects, working closely with programmers to ensure design and usability were executed as planned.
- Part of team that created a new business strategy targeting markets outside of the financial world to offer a greater scope of branding services.
- Attended conferences and networking events.

Sr Designer

Baseline Design

- Collaborated with the Creative Director to execute projects from start to finish.
- Led client presentations and pitches.
- Press supervision for high-end clients.
- Vendor interaction, including photographers, exhibit manufacturers.
- Manage Jr Designers and Freelancers on projects requiring assistance.

Designer

Florville Catalyst, Inc

- Worked directly with Creative Director, Art Director and other team members on projects from conceptual stages through final deliverables.
- Additional responsibilities included, press supervision, working with vendors and client presentations.

SKILL SET

InDesign ★★★★★

Keynote ★★★★★

CSS ★★★★★

Photoshop ★★★★★

Adobe Acrobat ★★★★★

Animate CC ★★★

Illustrator ★★★★★

MS Word ★★★★★

Adobe XD ★★★

Power Point ★★★★★

HTML ★★★★★

Adobe Premiere ★★

EDUCATION

2000
Parsons School of Design:
Web - html/ flash

1995 - 1997
Fashion Institute of Technology (FIT):
Advertising/ Design