



STRENGTHS

Design with Purpose
Systematic Design
Process & Research

EXPERIENCE TYPES

Digital
Print
Branding
Social Media

EDUCATION

Bachelor of Fine Arts:
Graphic Design
R.I.T.

PROFICIENCIES

Photoshop
Illustrator
InDesign
Keynote
Powerpoint
HTML & CSS

CREATIVE DIRECTOR DIGITAS: BOSTON, MA

2018 - PRESENT
2017 - 2018 [ASSOC. CREATIVE DIRECTOR]

Clients: Bank of America, Lenovo, CVS Pharmacy, CVS Photo, Boston Ad Club

Integrated campaigns, digital placements, brand advocacy, team-led connections.

DESIGN DIRECTOR R/GA: CHICAGO, IL

JUNE 2011 - 2017

Clients: The Beef Council, Corona Extra, Novartis, Capital One, Grey Goose, SC Johnson

- Created digital destinations and managed teams to create compelling stories, build communities, encourage on-going engagement, and execute beautifully— to create meaningful connections between brands and consumers.

ART DIRECTOR + DESIGNER YOUSWOOP.COM

2009 - 2011 [FREELANCE]

- Developed the brand identity for the Chicago-based company
- Lead the re-design of their site re-launch: designing over 40 web pages, including the homepage, welcome/intro pages, online business portals, internal pages, pricing modules, profile panels, marketing widgets, daily email designs, download certificates, and complete mobile designs

Industry: Retail/E-Commerce

SENIOR DESIGNER ENERGY BBDO

JUNE 2006 - MAY 2011

Clients: Jim Beam, Illinois Lottery, The Art Institute, On The Border Mexican Restaurant, River North Dance

- Developed designs for advertising campaigns including print collateral, out-of-home, branding, presentation design, viral marketing, and digital interfaces (websites, micro-sites, banners)
- Drove, managed, & oversaw design projects from concept through production
- Lead and oversaw internal design team for New Business, creating designs for meeting materials (video slates, room boards, presentation mats & name plates, powerpoint templates)

MORE EXPERIENCE

Love Your Little: Chicago, IL

Developed a poster design series and social media design system to promote breastfeeding for mothers returning back to work.

Tru-Way Metal Fab: Chicago, IL

Re-designed the company's logo. The identity was recognized by Gaphis Logo Design.

SA Partnerships Architects: San Antonio, TX

Designed direct mailings along with internal design communications.

**Antithesis Advertising:
Rochester, NY**

Concepted and designed materials for various b2b companies.

**New Wave Entertainment:
Burbank, CA**

Worked in the Print Department, learning the in's and out's of Photoshop, the mount room, mechanicals, and photoshoots. Contributed to design meetings with sketches and concepts for entertainment print collateral.