

## EXPERIENCE:

**From 0 studios & Leisuretheory.com | NY, NY 7/06 - 4/08, 4/10 - present**

### Freelancing: Creative Director

- Designed and directed various projects, including web sites, campaigns, print materials, and broadcast design
- Worked with agencies and companies including: Comedy Central, Visual Goodness, Wunderman, Dogma, Merkley & Partners, Hanft Rayboy, Deep Focus, and Taxi. Clients: HBO, Chips Ahoy, Smirnoff, IBM, Sony Pictures, Comcast, The Sopranos, Amex, Intel, Discover Cards, CBS, 20th Century Fox, LendingTree, and BlueCross BlueShield.

**DIGITAS | NY, NY 4/08 - 4/10**

### Creative Direction

- Directed, mentored and managed careers of design teams in various digital campaigns and platforms for Samsung and IBM
- Responsible for all aspects of project development from concept to completion
- Presented to international client audience and to internal teams
- Worked closely with marketing and project management and also liaised with vendors
- Led and developed creative work for the new Samsung.com
- Directed photo shoots from initial storyboards, through shoot, and post-production print and online work

**RDA International | NY, NY 7/05 - 7/06**

### Art Director

- Created various online campaigns and marketing solutions
- Managed designers in-house and out

**From 0 studios | NY, NY 11/01 - 7/05**

### Freelancing: Creative Director, Art Director

- Designed and directed various projects, including web sites, print ads, and broadcast design
- Clients included: Burson-Marsteller, Reebok, Showtime, NBC, BET, MTV, Roc-a-fella Records, 2K Games, Lil' Kim, McDonalds, Transitions, Pfizer, and more

**Monkey Clan/Dragon Cuts Ltd. | NY, NY 11/00 - 11/01**

### Partner, Art Director

- Designed web sites, including sound design as well as print ads
- Redesigned company web site
- Worked directly w/ clients from production to completion on all projects

**Straightline International | NY, NY 6/00 - 11/00**

### Senior Designer in New Media Dept.

- Worked directly with clients on all web-based projects (sites, banners, eCards, etc.)
- Redesigned the company web site and helped develop the New Media Department

**Office.com and Lowe Lintas & Partners | NY, NY 9/99 - 5/00**

### Design Consultant

- Created graphics for daily feature stories on the Office.com homepage
- Designed company co-brand sites and a series of banners for Dell's new "webpc" and Direct Search Engines
- Worked as part of team that created a Flash and HTML site for Dell's "webpc"

**Serino Coyne Inc. Advertising | NY, NY 2/99 - 07/99**

### Digital Artist

- Responsible for all mechanical adjustments, layout, and collection for all print-based ads
- Helped organize multimedia department
- Multimedia design and broadcast design, including an animated broadcast logo

**Diesel USA and Ben Berger | NY, NY 6/97 - 11/98**

### Freelance Digital Photographer

- Photographed models, runway shows, and accessories for seasonal catalog
- Maintained digital image database

## EDUCATION:

- BFA, Parsons School of Design New York, NY 1998

## ADDITIONAL SKILLS:

### Computer: Mac/PC

- Graphics: Adobe Creative Suite 5.0, 3D Studio Max, Quark Express
- Multimedia: SoundEdit 16, Vegas
- Broadcast: Adobe After Effects, Adobe Premiere, Media 100, Avid
- Sound Design: Pro Tools 7, Reason 3.5

### Photography:

- Analog: 35mm, 2 1/4 and 4X5, Color/B&W slide/negative film development, printing, studio lighting
- Digital: Minolta RD-175, Kodak DCS, Polaroid
- Video: video prod. for broadcast, multimedia and web