

experience

AVRETT FREE & GINSBERG, NEW YORK, NY: SENIOR ART DIRECTOR FROM JULY 2009 – JANUARY 2016

My background includes print, logo/branding, marketing, direct mail, packaging, POP, large scale indoor/outdoor signage, web graphics, and in-house photography. Accustomed with tight deadlines, strict budgets, and creative problem-solving. Produced innovative ad concepts, websites, and illustrations. Developed conceptual interactive campaigns. **Clients:** Nestlé Purina: (Fancy Feast, Friskees, Cat Chow, Tidy Cats, Purina One, Beggin' Strips, Beneful, Busy Bone), Appleton Estate, Dewar's, Grand Marnier, Môt Chandon, Bicardi, Fortunoff, Van Cleef & Arpel, Tumi, Sally Hanson, Prestige Brands: (BC Powder, Goody's, Fiber Choice, Yardley, Finess).

THE KAPLAN THALER GROUP, NEW YORK, NY: SENIOR ART DIRECTOR FROM SEPTEMBER 2005 – JUNE 2009

Created and launched new updated look for Continental Airlines print campaign. Presented and prepared inspirational ideas for comps, storyboards and new business pitches. Collaborated with creative account teams to develop concepts and strategic marketing solutions. Prepared final mechanicals for prepress and responsible for all quality control adherence. **Clients:** Ad Counsel, Aflac, Champion, Church & Dwight, Continental Airlines, Girl Scouts of America, Kodak, Lunesta, Office Depot, Outback, Pfizer, Procter & Gamble, Shire, United Jewish Appeal and US Bank.

TUCKER, HAMPEL, STEFINIDES & PARTNERS, NEW YORK, NY: SENIOR ART DIRECTOR FROM MARCH 2001 – AUGUST 2005

Compiled creative concepts for broadcast, print, outdoor, and direct mail. Managed all accounts simultaneously. Worked closely with directors, talent agents and photo stylists. Directed and supervised commercial edits. Formulated an improved and streamlined archiving system. **Clients:** Dreyer's/Edy's, General Electric, Lucille Roberts, Quaker State, Steve Madden, Subway and Tag Heuer.

JORDAN, MCGRATH, CASE, & PARTNERS, NEW YORK, NY: SENIOR ART DIRECTOR FROM JUNE 1996 – FEBRUARY 2001

Initiated all jobs from concept to print, meeting tight deadlines using effective time management skills. Hired and directed photographers for product shots. Sourced stock photography and illustration. Reviewed and signed-off on press approvals.

Clients: First of America Bank, Juno, Procter & Gamble, Milton Bradley, Novartis and Upjohn.

UNITED STATES NAVY, NORFOLK, VA: BMSN SEAMAN APPRENTICE JUNE 1989 – OCT 1992

1990 Persian Gulf War Veteran. Created new logo for Naval Air Station, Norfolk, VA. Awarded National Defense Service Medal. Honorably Discharged October 6, 1992

education

LYNDA.COM

Online training focusing on website development using Dream Weaver, Flash, After Effects, and Final Cut Pro.

ADHOUSE, NEW YORK, NY

Attended a concentrated 10 week class with Greg DiNoto, CEO of DiNoto Lee Advertising emphasizing creative brainstorming.

SCHOOL OF VISUAL ARTS, NEW YORK, NY

Bachelor of Fine Arts, May 1996. Double major in Graphic Design and Advertising. Held 4.0 GPA and graduated top 10th percentile.

skills

Expert in Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Lightroom. Experienced Flash, Dream Weaver, After Effects, Final Cut Pro, Keynote, Microsoft PowerPoint, Outlook, WordPress, and Acrobat. Highly Proficient with Fetch, Adsend and FTP sites. Highly skilled with photo retouching and file management. Fully capable of trouble-shooting network problems. Familiar with both Macintosh and Windows platforms. Sharpened photography skills with knowledge of both Nikon and Cannon cameras with flash studio lighting. Skilled with both product and portrait photography.

awards, shows and affiliations

- Finalist for the 20th Annual John Caples Creative Award
- Published in Graphis Design Book
- One Show Exhibit displayed at the One Club
- Alternative Advertising Show displayed at the Art Director's Club
- Winner of the Passion Poster Exhibit displayed at the Art Director's Club
- Member of the One Club, 21 East 26th Street, New York, NY
- Member of the Art Director's Club, 106 West 29th Street, New York, NY
- Letter of Appreciation from B.E. Tobin Commanding Officer, Naval Air Station, Norfolk, VA