

experience

ArtEffect Studio, New York, NY - CEO, Art Director, Illustrator, Retoucher, Photographer & Production Artist: 2009 – PRESENT

Freelanced and owned business name with a focus on print, logo/branding, marketing, direct mail, packaging, POP, large scale indoor/outdoor signage, web graphics, and in-house photography. Produced innovative ad concepts, websites, and illustrations. Developed conceptual interactive campaigns. Created and designed award-winning sales presentations, direct mail pieces, e-mail promotions, media kits and sell sheets. **Clients:** Avrett Free & Ginsberg, Euro RSCG, Foote Cone & Belding, Harper Collins, GT Interactive, Guitar Magazine, Kirshenbaum Bond & Partners, Margeotes Fertitta & Partners, Madison Square Garden, McCann Erickson, Merkley & Partners, MTV, Photo File, Showtime, TBWA Chiat/Day and Young & Rubicam.

Grey, New York, NY - Senior Production Specialist: 2015 – 2021

Oversaw and headed all mechanicals for the Gillette and Venus accounts. Generated all package design templates for pre-press. Provided improvements to file management and workflow. Ensured internal workflow processes were followed. Kept project managers informed throughout production process. Effectively leveraged resources to create exceptional outcomes. Carefully prepared design layouts into prepress files for offset, web and digital printing for various vendors worldwide. Checked content and artwork files to ensure the correct specifications were adhered. Responsible for product shot and beauty hi-res retouching. Accustomed with tight deadlines, strict budgets, and creative problem-solving. **Clients:** AARP, Advil, Ally, Applebee's, Braun, Cannon, Downy, Eli Lilly, Febreze, Folgers, Gillette, Häagen-Dazs, Herbal Essence, Nestlé, Pandora, Pantene, Pringles, Procter & Gamble, Revlon, Robitussin, Smuckers, Thermacare, Tums, Venus, Volvo, and Walgreens.

The Kaplan Thaler Group, New York, NY - Senior Graphic Designer: 2005 – 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: 2001 – 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 - Art Director: 1996 – 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: 1989 – 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

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.

Lynda.com

Online training focusing on website development using After Effects, Final Cut Pro, and Adobe Animate, and HTML5

AdHouse, New York, NY

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

skills

Expert in Adobe Photoshop, Adobe InDesign, Adobe Illustrator, and Adobe Lightroom. Experienced in HTML, After Effects, Final Cut Pro, Adobe Animate, Keynote, Microsoft PowerPoint, Outlook, WordPress, Acrobat, Fetch, Adsend, FTP, Microsoft Teams, Slack, and Figma. 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. Strong organizational skills with great attention to detail and quality standards. Advanced knowledge of Digital Prepress Print Production with Trapping, Dot Gain, Dielines, Gate Folds, Spot Colors, Color Separations, Color Correcting, Halftones, Digital Proofs, Binding, Press Checks, Proof Reading, Embossing, Varnish and UV Coating.