

Creative Director & Expert Designer dedicated to exploring what can be accomplished digitally within all mediums. Concentrated expertise in luxury goods, consumer, healthcare and financial services for companies globally. Bring visual eloquence and advanced design aesthetic to every brand and client represented. Successfully managing production and overseeing programmers, designers and vendors, while consistently meeting every deadline.

EXPERIENCE

Havas Health & You, Associate Creative Director & Experience Design Director, August 2016-present

- Merging Fashion & Pharma to create a digital editorial experience on a Portal for Patients with Type2 diabetes
- Manage designers, freelancers and vendors and consistently meet deadlines while executing all facets of Creative and UX Direction
- Working closely with account group, content strategy, information architecture, production and vendors
- Clients: TeamingUpforDiabetes, Toujeo, Lantus, Soliqua (Sanofi) and Nucala (GSK)

Foundry9, Associate Creative Director & Experience Designer, August 2014-2016

- Supervised and mentored a team of junior UX designers and executed all facets of Creative Direction, and design solutions
- Gracefully carried digital designs to new heights while collaborating with on-site programmers and engineers on responsive site design, iPhone, watch Apps and mobile-friendly experiences
- Clients: TD Bank, Lincoln Financial Group, Chase & Chase partners; Marriott Hotel, Ritz Carlton & AARP

CDM New York, Art Supervisor & Experience Designer, September 2012-September 2014

- Embraced Art Direction, Concepting, UX/UI & creative responsibilities for online ad campaigns and marketing materials
- Managed designers, oversaw production of digital assets including site design, banners, emails, iPad and mobile-friendly experiences
- Worked closely with Account group and programmers on developing the project while remaining within budgetary windows
- Clients: Xarelto, Mallinckrodt, Zyxon, Tygacil, Lipitor, Avastin, Rituxan, Biogen & FLECTOR Patch

Ann Inc., Associate Creative Director & Experience Designer, May 2005-March 2012

- Worked intermittently and consistently on various digital projects for nearly a decade
- Managed and executed all facets of Art Direction, from concepting and design through production, for high-traffic ecommerce website for AnnTaylor & Loft, contributing vitally to all phases of project development
- Managed designers and oversaw production of interactive marketing materials, including but not limited to: site design, banners, emails, iPad and mobile-friendly experiences
- Headed the weekly Style Closet editorial, providing women service-oriented tips on the brand's most contemporary offerings

McCann Worldgroup, Associate Creative Director & Experience Designer, 2010 to 2011

- Concepted, designed, and executed UX/UI for the Tradjenta 3-part website and product launch
- Cross-channel: moved into Broadcast Department of McCann Human Care to manage and attend to all digital aspects of the department
- Clients: Ilaris (Novartis Pharmaceuticals), Boehringer Ingelheim

Coach, Senior Digital Art Director, 2008 to 2009

- Managed various seasonal digital campaigns for all Coach wholesale sites, including Macy's, Nordstrom & Dillards
- Re-designed multiple Coach ecommerce microsites and implemented a user-friendly shopping experience encouraging exploration
- Worked closely with social marketing platforms to keep the Coach brand fresh and alive

FCB New York, Senior Digital Art Director, 2006-2007

- Handled Art Direction, concept and design for microsite, interactive campaign, page take-overs and landing pages
- Contributed to all phases of project development, from concepting through execution
- Clients: Computer Associates (CA Software), Merrill Lynch and Care First Blue Cross Blue Shield

EDUCATION

Bachelor of Fine Arts
School Of Visual Arts • New York, USA • 1993 - 1997
Major: Advertising & Graphic Design

Diploma/ Certificate
New York University • New York, USA • March - May 2000
Certificate in Multimedia Design & Production