

**OBJECTIVE**

Obtain work in Creative Direction, Concepting, Art Direction and/or Design

**PROFILE**

- 20 years experience as a producer of quality design and attitude including presentation decks, production, digital design, management and creative direction
- Substantial project experience with Fortune 500 clients – articulating conceptual and directional choices with creative and brand/marketing colleagues
- Focus: Banking, beauty, beverage, education, optics
- Strengths: Graphic design, murals & scale, packaging, presentation, UX/UI design, motion design
- Bi-lingual (Spanish), Chinese translation

**AGENCY EXPERIENCE FREELANCE**

PRODUCTION ARTIST / GRAPHIC DESIGNER / ASSOCIATE CREATIVE DIRECTOR 2000 - Present

Clients include: Ryan Partnership, Catapult Marketing, Collangelo Synergy Marketing, Subway Inc., Ben Marketing Group, The Biondo Group, Source Marketing, Dryden Partners, Alcone Marketing, Spotify, Unilever, Pete Buttigieg, Ogilvy Action (a division of Ogilvy & Mather Advertising - WPP, now Geometry Global)

Concept, create and execute advertising and promotional materials, experiential, in-store signage, landing pages, packaging, web banners, P.O.S. materials for Fortune 500 clients including: Home Depot, Mastercard, Kraft Foods, Subway, Kraft, Smirnoff, IHG Brands - Holiday-Inn, DuPont, CibaVision, Chupa Chups, Coca-Cola, Campbells, Time Warner, Kellogg's, Jenny Craig, Budweiser - Bud Light, French's, Kame, Enfamil, L-3, The Georgia Company

**ELITE PREPARATORY ACADEMY Hopatcong, NJ**

CREATIVE DIRECTOR 2020 - Present

- Establish new branding and identity standards and apply to presentations (Keynote and Powerpoint)
- Ability to own work from concept through production, incorporating print/digital media, video, mobile, social and other forms of content across paid, earned and owned media
- Design all print collateral, signage, video and website
- 3-D experiential large scale murals and environment for common areas
- Interior design of dormitories and living quarters

**CENTERCHEM LLC. / LBBS SPECIALTIES Norwalk, CT**

FREELANCE CREATIVE DIRECTOR 2007- 2022

- Conceive and create cross-channel, brand-building and commerce-driving design and marketing solutions that address strategic business and brand objectives in the beauty and cosmetics sectors
- Create all presentation decks for Centerchem and 3rd party vendors including DSM and Provital.
- Branding layout and design of all corporate print collateral including: corporate brochures, print ads, email, social media blasts, signature banners and website graphics
- Presentation Decks / webinar and Youtube videos
- Design and execution of large scale 10' x 80' mural trade exhibits / content creation
- Collateral for formulation info cards and packaging for NYSCC and various trade shows
- Cosmetic and beauty, design of all print collateral for cosmetic vertical, 3rd party vendors including: DSM, Provital, Air Products, Aprinova, Centerchem Inc, Evonik
- Trade show collateral including promotional motion design video and booth design. Emphasis on vendor specific collateral and candy ingredients for DSM, Mastercoat, Chefmaster, SIL and EMD
- Layout & design of all digital communications: event invitations, email blasts, printed event signage, gift collateral materials

## **CARSON OPTICAL Ronkonkoma NY**

GRAPHIC DESIGNER 2003 - 2006

- Package design for all Carson label optics including binoculars, optics, scopes and lenses
- Design of all vendor specific retail packaging, private label Carson products. 100's of SKU's for 3rd party Fortune 500 vendors including: Amazon, Apple, Cabela's, Sharper Image, Radio Shack, Target, TJ Maxx, Michaels, Bass Stores, Walgreens
- Initiate a comprehensive branding identity for magnifiers and lenses (over 100 SKU's) resulting in Incremental growth

ART DIRECTOR / SENIOR ART DIRECTOR 2005 - 2016

- Develop and deliver visually compelling creative solutions that elevate and strengthen brand appeal and perception
- Responsible to Creative Director for providing best-practice 360 content thinking in all Powerpoint Presentations
- Develop and maintain solid, collaborative relationships with Marketing team and internal colleagues
- Cultivated relationship with structural designer to provide functional and impactful package design for all products
- Award winning design and execution of all packaging, new product launch posters and ads, trade show graphics for all merchandise lines
- Social media, web development, digital banners / digital marketing campaigns
- UX | UI Design, WordPress development, Woo commerce / e-commerce web structuring and wire frame design
- Comprehensive catalog design for company verticals: optics, magnifiers, PSAI

## **BEN MARKETING GROUP/ OGILVY ACTION Stanford CT**

FREELANCE PRODUCTION ARTIST 1997 - 2000

- Contribute to a culture of continual creative improvement, innovation, excellence, and accountability
- Responsible for organizing assets, preparing and optimizing images for print and web
- Build mechanical print ready files for various P.O.S., packaging, and release of final files to printer
- Web development & banner / digital marketing campaigns

ART DIRECTOR 2001 - 2005

- Sketch, layout & design packaging and promotional collateral for Coca-Cola and Vanilla Coke, Dasani, diet Coke, IHG Holiday-Inn, Castrol, CibaVision and Chupa Chups
- Contribute to a culture of continual creative improvement, innovation, excellence, and accountability
- Chosen work contributed to national marketing initiatives boosting revenue levels across multiple brands for Coca-Cola and Chupa Chups

SENIOR ART DIRECTOR 2005 - 2010

- In addition to above, presentation decks and leave-behind collateral
- Maintain multiple projects on budget. Concept, develop and design campaigns for advertising, promotional programs and consumer packaging.
- Assisted in launching new products, new business concepts for Coca-Cola and Vanilla Coke

## **ADDITIONAL EXPERIENCE / AWARDS & SPECIAL ACHIEVEMENTS**

- Winner / Project Manager Designer - Arts for Transit competition / 20 permanent stained glass installations in NYC Subway #2 line
- Winner Key to the City of Yonkers / Designer - Greenify and Recycle Initiative Design of Sanitation / Recycling Truck Wraps (design wrap picked from 300+ entries for 6 final designs)
- 20+ Managed WordPress Sites for GoDaddy / Develop and host B2B sites utilizing Elementor Pro on WordPress
- CSCP Board of Directors / 10 years; Web design, Playbills, posters and direct mail pieces for over 25 productions
- St. Francis Players / Set Designer and projectionist / 7 productions

## **SOFTWARE**

Mac OSX, WordPress\*, Adobe Creative Suite: Illustrator\*, InDesign\*, Photoshop\*, After Effects\*, Flash, (Action Script 1 & 2) WordPress, Elementor, Elementor Pro, Powerpoint\*, Keynote\*, WordPress, Final Cut Pro 10\*, iWeb, iMovie

## **EDUCATION**

Roanoke College, Salem VA • Bachelor of Arts - Communication Arts,