

Experience

Situation Interactive // New York, NY 12/08 - Present

Creative Lead // 10/10 - Present

- Define user experiences and information architecture with the Creative Director
- Developed file organization system for our servers with team of directors
- Organize creative team meetings, newsletters, and best practices
- Quarterly presentation of our creative team's defining projects to the agency

Sr. Designer // 12/08 - Present

- Concept and design digital marketing materials for Disney Theatrical, Met Opera, American Idiot, HAIR, Warhorse and other live entertainment clients
- Work closely with our team Creative Director and Copywriter
- Art directing Jr. Designers and motivating them throughout the creative process
- Presenting creative concepts and strategy to clients

Foundry 9 // New York, NY 04/06 - 12/08

Graphic Designer

- Banner, email, and landing page design for Chase, First National Bank and ESPN
- Follow strict branding guidelines while still exploring unique design solutions
- Design engaging interactive projections for Reactrix experiential marketing
- Work closely with Creative Directors to execute their vision

Atmosphere BBDO // New York, NY 02/05 - 04/06

Freelance Designer (in-house)

- Brainstorm web campaigns for Cingular Wireless, Red Stripe, and Citibank
- Develop flash and static banners to vendor specifications
- Work with Art Directors to prepare assets for client presentation

S.Rovery Design // Massapequa, NY 02/03 - 02/05

Independent Contractor

- Print and web design for local merchants, artists and entrepreneurs
- Layout weekly newspapers for Massapequa Post and L.I. Herald
- Collaborate with outside vendors for web development and printing services
- Set up quarterly client retainers for site maintenance and small requests

Maddogs & Englishmen // New York, NY 05/03 - 08/03

Intern

- Conceptualize print campaigns for Haribo and Emirates Airlines
- Print production for Haribo "Naughty Little Bears" campaign

Education

SUNY Farmingdale // Farmingdale, NY

- BA of Technology – Visual Communications 2004

NYU // New York, NY

- Flash 101

3rd Ward // Brooklyn, NY

- HTML/CSS Basics

UCB Theatre // New York, NY

- Improv Workshop
- Improv 101

Awards/Nominations

2010 Webby Nomination
Best Use of Social Media

2010 Davey Award
Online Marketing: Gold

2010 OMMA Award
1st Place – Viral Campaign

2009 OMMA Award
Best in Show
Best Social: Use of Twitter

2004 BOLI Award
Student: Bronze Certificate

Expertise

Photoshop
Illustrator
Flash

Knowledge

AS2, CSS, HTML
Video Conversion
Microsoft Office
Google Docs
Workamajig