

Accomplished and influential Creative Director with extensive experience in developing highly complex and polished marketing and promotional solutions for some of the world's most recognized brands. Possesses award-winning creative portfolio and compelling presentation skills. Leads and mentors top-performing creative teams. Exceptional collaborative and interpersonal skills; cultivates productive relationships with diverse groups of clients, colleagues, and key stakeholders. Drives successful project lifecycles—expertly coordinating graphical and design changes. Thrives in fast-paced agency culture and deadline-driven environments, operating with strict budget requirements. Affable, resourceful, and passionate.

Interactive Strategy Development | Creative Direction | Advertising | Branding & Identity  
Concept Development | Digital Design & Development | User Experience  
Mobile | Social | Television | Film | Illustration | Animation  
Campaign Management | Innovative Problem Solving | Cross-Functional Collaboration

## WORK EXPERIENCE

- **SAPIENT RAZORFISH** – New York - Group Creative Director, *2015 to 2019*
  - Spearheaded strategy development and guided creative direction for prestigious Nestle client in NYC office (in collaboration with company's team in Paris)
  - Directed team of 20 (junior/associate creative directors and UX designers)
  - Earned two Addy Awards for "Blissmas" campaign (completed for Massage Envy client)
- **CKSK** – New York, Dublin, Amsterdam - Executive Creative Director, Partner, *2013 to 2015*
  - Established creative direction for high-profile clients within the spirits industries including Pernod Ricard, International Distillers Limited (IDL), and Heineken; defined and supervised efforts of 8-person creative team
  - Secured Appy Award for Heineken Brewlock application
- **VML** – New York - Creative Director, *2012 to 2013*
  - Crafted dynamic new business pitches, managed team of freelancers, and created robust content for diverse clients
- **ATMOSPHERE PROXIMITY BBDO** – New York - Group Creative Director, *2010 to 2012*
  - Orchestrated artistic initiatives and directed 35+ creatives, developers, and UX designers
  - Developed 'globalistas' solution and launched new brand platform ("Hello Tomorrow") across all digital platforms for Emirates airlines
  - Transformed Marriott (hotel) booking engine to ever-evolving online digital experience (personally traveled across the US to create content/capture photos); project garnered dozens of top industry awards (W3, Webby, Pixel)
- **THE CHOPPING BLOCK** – New York - Creative Director, *2008 to 2010*
  - Led creative team in the strategy and product development for Adobe, Bravo TV, and Phish (band)

Also: AKQA (Senior Art Director); WDDG (Creative Director); Hanson Dodge Creative (Art Director)

## HONORS

### 2019 Communicator Awards:

Mobile - General-Lifestyle for Mobile Apps / Sites  
Mobile - Features-Best Visual Design - Function for Mobile Apps / Sites  
Mobile - Features-Best Visual Design - Aesthetic for Mobile Apps / Sites  
Mobile - Features-Best User Experience for Mobile Apps / Sites

### 2018 W3 Awards:

Silver, Mobile: Best Visual Design - Aesthetic for Mobile - Bartenders Choice  
Silver, Mobile: Best Visual Design - Function for Mobile - Bartenders Choice

### 2018 Addy Awards:

Best of Show – Massage Envy – "Blissmas"  
Gold Award – Internet Commercial Campaign – Massage Envy – "Blissmas"

### 2016 Appy Awards:

Appy Award Finalists - Branded Gaming App - Heineken Brewlock

**Comprehensive list of all career awards and honors available upon request**

## TEACHING EXPERIENCE

- **PARSONS SCHOOL OF DESIGN**  
New York - Associate Professor, *2011 to Present*
    - Lead "Digital Design" course introducing tools and best practices for creating websites, banners, social, and apps
  - **SCHOOL OF VISUAL ARTS**  
New York - Associate Professor, *2011 to Present*
    - Teach "Interactive Storytelling" course with focus on brand-building in the digital world
- Also:** University of Wisconsin-Milwaukee (Associate Professor); Milwaukee Institute of Art & Design (Associate Professor)

## SKILLS

A solid working knowledge of the latest versions of Adobe Creative Suite (InDesign, Illustrator & Photoshop) and a basic understanding of HTML

Strategic brainstorming, campaign development and creative execution

Proven aptitude for quick creative thinking with acute attention to detail within demanding deadlines

An understanding that strategic development, technology research, collective conceiving and well thought out production lead to successful campaigns

Experience leading teams of designers, production artists and writers