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Experience Overview

Fresh ideas — seasoned with experience. A creative professional who continues to push boundaries... exploring new technologies and methods for developing and distributing communications and marketing solutions that reliably achieve the business goals of an eclectic mix of corporate and non-profit clients including: Bayer Pharmaceuticals, BMG Entertainment, Castrol, Colgate/Palmolive, The Discovery Channel, The State of NJ, The National Tourette Syndrome Association and UMDNJ.

Creative Leadership and Communications:

- Managing creative project teams (designers, production artists, programmers, print vendors)
- Collaborating with regional and international business partners to define and achieve project goals
- Preparing and presenting proposals and project information to clients/partners
- Supervising photo shoots, press runs and production/development teams
- Defining, documenting and implementing project benchmarks, branding, procedures and best practices
- Research and implementation of services including asset/content management, print on demand, web 2.0, rapid-development e-learning and on-line meeting
- Cost management through creative use of innovative materials and methods
- Mentoring and training staff designers in conceptual thinking, best practices, business and software skills

Graphic Design:

- Strategically relating design work to the client's business needs
- Guiding clients to choose an effective design and deliverable solution within budget requirements.
- Creating complex concepts and designs for print and digital media including trade shows, information kiosks, marketing collateral, sales campaigns, advertisements, proposals, and special packaging
- Developing graphics, HTML, CSS and flash animation for web sites and off-line presentation
- Developing multimedia presentations, training and e-learning; using interactive PDFs, PowerPoint, Articulate Studio, Camtasia Studio, Adobe Captivate, Adobe Connect and a variety of supporting graphics/media software
- Use of variable data printing to customize direct mailings and improve response rates

Illustration, Animation and Multi-Media:

- Creating complex vector and bitmap illustration with advanced tools and effects in Illustrator, Photoshop and Flash
- Animation of vector and bitmap images in Flash, PPT, Articulate Presenter
- Familiarity with A/V editing and file conversion
- Solid hand-rendering skills

Production Management:

- Using digital project/time management and billing systems
- Troubleshooting technical issues in graphic files for pre-press and printing with international production facilities
- Acting as a knowledge resource for troubleshooting technical issues in electronic files for Web and on-screen

Work History (any gaps filled with freelance activity)

Freelance [All gaps between Feb 2000 – Current]

Design and management of creative projects for corporate, non-profit and government clients (Colgate/Palmolive, Crunch Energy, The National Tourette Syndrome Association, et al.)

- Designing fresh, modern, edgy web and print communications to increase audience response
- Production of web sites, flash animation and print mechanicals
- Management & Design Direction of print, packaging and digital media projects and partners
- Development and communication of business requirements including project proposals and estimates

The Westfield Group [May 2008 – October 2009]

Manager Creative Services — catering to the pharmaceutical industry

- Designed medical communications, incentive and meeting program web sites, digital media, emails and collateral
- Identified and implemented e-learning & presentation technology
- Managed web development and print projects incorporating programming, data analytics, variable data printing, print on demand services, rapid development e-learning content, and other communications solutions
- Cut print production costs by up to 50% through use of effective project and vendor management and use of creative material solutions for production

Freelance Design (Web & Print), Flash animation, Illustration [May 2007 – May 2008]

Colgate/Palmolive, Data Positive, Health Ed, Kenyon-Hoag, TSA-USA

University of Medicine and Dentistry of NJ IST/AST [July 2004 – May 2007]

Coordinator Media Resources — serving healthcare and education clients' communications and e-learning needs

- Design and hands-on production of print, web, multi-media and e-learning solutions
- Grew client base by updating capabilities and improving responsiveness and accountability
- Developed new service lines including Print on Demand, rapid e-learning and media solutions, etc.
- Management, Design and Production of print, web and multi-media projects for marketing, communications
- Technical Writing of system documentation and procedural standards for enterprise systems
- Evaluation and analysis of enterprise and desktop applications (feature sets, costs/benefits & usability/performance)

Freelance Design and Direction (Web, Print, Packaging), Flash animation, [Dec. 1999 – July 2004]

Colgate/Palmolive, Colman, The Discovery Channel, MedTower, Smith Design, UMDNJ, The State of NJ-DHSS, et. al.

Nettmedia, Inc. [Feb 1997 – Nov 1999]

Sr. Graphic Designer developing boutique web sites for major label artists including Brittany Spears et. al.

- Management & design direction of digital media projects
- Supervision of staff
- Illustration and creation of graphics for print and digital projects
- Production of web sites, animation and print mechanicals

Early Career [Jan 1993 – Jan 1997]

Creative positions of increasing responsibility with: Polan & Waski, Heilmann Design, et. al.

- Production of packaging mechanical art
- Photo-realistic Illustration of consumer products and packaging concepts
- Management of studio technology

Computer Skills

- Adobe Creative Suite CS4 (Acrobat Pro, Illustrator, In-Design, Photoshop, Dreamweaver, Flash)
- Quark Xpress, Strata 3d, Swift 3d, iMovie, Audacity, BBedit
- HTML, CSS, Action script, FTP, Telnet, Wordpress theme development, HTML email
- Articulate Studio, Camtasia Studio, Adobe Captivate, Adobe Connect
- MS Office Suite (MS Word, Power Point, Excel)

Education

SUNY Purchase, BFA (1993) Purchase, NY

Manhattanville College, NY State Teacher Cert (1993) Purchase, NY