

**Summary**

Senior art director with extensive project and staff management experience. Combines passion for design with leadership, analytical, and organizational skills. Possesses thorough knowledge of print and Internet development, with an understanding of web programming and Flash utilization. Emphasizes the value of design to enhance communications. Strengths include strategic thinking, team building, meeting deadlines and budgets, and an attention to detail. Work efforts consistently meet goals of quality and client satisfaction contributing to increases in company revenue. Industry experience includes apparel, automotive, beauty products, business-to-business, education, healthcare, non-profit, technology, telecommunications, and travel. Project experience includes books, collateral, corporate identity, displays, email, events, packaging, posters, print and web banner advertising, promotions, videos, and websites.

**Experience**

2002-present

**Independent Art Director & Consultant**

Conceive, design, write, and produce advertising and marketing communications for both print and online initiatives. Evaluate websites and propose usability improvements; demonstrate recommendations with concept/design schematics. Website development includes concept/content recommendations, wireframes, interface designs, and production files. Foster client relationships and acquire additional business; steady increase in assignments and profit since first year. Contract and manage artists and producers; establish vendor relationships.

**ACCOMPLISHMENTS INCLUDE:**

- Creating the identity, launch materials, and advertising/marketing creative for StructureWorks, a software development company. Active as creative director, principal designer, and copywriter.
- Designing the print and internet communications for the Rainforest Alliance, a conservation and sustainability organization.
- Designing the identity and product hangtags for the launch of Trouser Blue, an apparel brand.

CLIENTS: Clinical Care Options, James Katz, Karwreck, The Learning Project, Rainforest Alliance, Scholastic Internet Marketing Group, StructureWorks LLC, Trouser Blue, Walkerecordings Jazz

2004-2008

**Senior Art Director / OMD Studios, NY, NY**

Establish corporate design style for national advertising and marketing communications of a media buying agency. Conceive and propose concept, design, and copy recommendations; delegate assignments to and supervise support staff. Provide art and creative direction on client assignments, execute and present ideas, direct photo shoots, mentor and train junior personnel. Name and create themes for agency-sponsored events; design associated logos, invitations, promotions, collateral, and exhibits. Advise on website usability improvements and interface design solutions based on user behaviors; collaborate with technology leads. Collaborate with marketing director to establish project goals; initiate plans for development and implementation.

**ACCOMPLISHMENTS INCLUDE:**

- Designing and managing the creation of the Lancaster Group Partner Center website to synchronize advertising development and production schedules. Coordinated and streamlined the work efforts of 30+ staff members and vendors.
- Conceiving and designing agency credentials book as a customizable marketing tool. Facilitated the distribution of information and reduced the expense of reproduction.
- Creating the marketing materials for the "White Hot & Digital" and "Media Odyssey" events. Achieved maximum response rates.

CLIENTS: Coty Beauty, Lancaster Group, McDonald's, OMD, PepsiCo

1998-2001

**Creative Director / BKK Interactive, NY, NY**

Directed new division of Biederman, Kelly, Krimstein & Partners, a full-service ad agency. Led and managed a six-person team of designers, writers, and developers to provide additional client services and increase agency revenue. Active as the senior art director; reported to the chief creative officer.

Created interactive campaigns and websites that contributed to the acquisition of new business. Division accounted for 9% of annual billings in first year, 16% by third year. Collaborated with the chief creative officer in the creation of cross-media campaigns that integrated print, television, banner/rich media ads, and e-mail. Collaborated with account managers and marketing directors to develop communication strategies, establish budgets and timelines, and ensure brand integrity across media platforms. Guided team in the development of corporate, database, and e-commerce websites. This included developing concepts and content, target audience analyses, architectural diagrams, template wireframes, user interface designs, and production files. Assigned responsibilities to copywriters, designers, site developers, and production artists; supervised staff to ensure consistency and functionality across browsers and platforms. Researched and implemented new technologies to enhance design and production efforts.

**ACCOMPLISHMENTS INCLUDE:**

- Launched the NYU School of Continuing and Professional Studies (NYU SCPS) website to generate dynamically from a 1000+ course catalog. Site recognized by the National University Continuing Education Association for excellence in design.
- Created the Lands' End advertising initiative to increase internet sales. Banner advertising and 15-second commercials quadrupled sales within two years.
- Created the ParentTime advertising initiative to increase site traffic and page views. Banner advertising out-performed all prior creative with consistent 6% response rates. Highest click-through achieved an 11% response rate, over 10 times the average at the time; page views per user increased 20%.

**CLIENTS:** Culturefinder.com, Kaplan Educational Services, Lands' End, NYU School of Continuing and Professional Studies, Parenting.com, ParentTime.com, Tachion Networks, Western Union, WQXR

1994-1998  
1991-1994

**Art Director** / Biederman, Kelly & Shaffer, Advertising, NY, NY

**Assistant Art Director**

Conceived and created print advertisements, websites, transit campaigns, marketing collateral, direct mail, and event promotion materials. Managed projects from concept through production. Presented to clients and senior management, cultivated client relationships, managed support staff, and commissioned independent contractors. Established interactive creative services group to provide multimedia capabilities to clients and add value to agency. Increased agency revenue by 10% in first year. Mentored and trained personnel; initiated and instructed design software training sessions to increase productivity. Conceived and implemented data organization and storage systems to expedite job archiving and retrieval.

**ACCOMPLISHMENTS INCLUDE:**

- Established the online presence of NYU SCPS with monthly banner campaigns and microsites. Generated 30% response rates for course catalog.
- Created the brand train initiative for NYU SCPS. Generated a 12% higher response rate over prior transit advertising programs. Recognized by the Admissions Advertising Awards for excellence in educational advertising.
- Launched the Center for Advanced Digital Applications for NYU SCPS with a website, collateral, print, and internet-advertising initiative.
- Established the online presence of the Port Authority of NY & NJ; launched the retail promotion initiative for JFK airport.
- Created the launch campaign for First Person Singular, a division of Lands' End.

**CLIENTS:** Foods from Spain, Helmsley Hotels, The Home Insurance Company, Israel Ministry of Tourism, Kitchen's Direct, Lenox Hill Hospital, NYU SCPS, The Port Authority of NY & NJ, Quaker State, Tri-State Cadillac, Tourneau Watches, Tower Air

**Macintosh Skills**

Adobe Acrobat, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop, QuarkXPress

**Education**

The New School, School of Visual Arts, Fashion Institute of Technology – Courses in painting, design  
State University College at Buffalo – BS in Graphic Design, honors program, magna cum laude