

Visual Designer/Art Director, UX, Creative, Marketing

15+yrs responsive design for web, mobile, and multimedia.

I thrive on leveraging technology and collaboration to build innovative products and beautiful ideas.



EXPERIENCE

SUMMER SEARCH, SF

Art Director; Senior Designer 2015–2019

- Art Directed 100s of digital materials YOY like landing pages, annual reports, emails, social, campaigns, events.
- Design lead for the homepage and microsites. Support blog and social with design.
- Directed the implementation of the brand style guide across all marketing and communications.
- Exceptional product management: trafficked, budgeted, and scheduled launches, vendors, and publishing.
- Created new channels of storytelling—produced the Student Voices Podcast.

PLAYWORKS, SF

Design + Web Manager 2014–2015

- Designed UX, interactive, print, and digital features.
- Supervised 23 regional landing pages.
- Collaborated on builds, debugging, and Salesforce data management.

CONDÉ NAST, NYC

Creative Producer, CorpCom Technology 2012–2013

- Designed daily web content about Vogue, GQ, Wired, Vanity Fair, and The New Yorker for condenast.com, a 2013 Webby Award Nominee and Gold Pixel Winner during my tenure.
- Managed intranet (serving 5K+ employees) with daily content design, facilitated communications across 30 brands.
- Shipped daily emails of brand headlines in the news.
- Edited and posted videos to building's digital displays.
- Produced large-scale environmental graphics, signage, and gallery walks for Times Square lobby.

AMERICAN CHEMISTRY SOCIETY, DC

Creative Director; Art Director 2004–2010

- Managed a small design and production studio, delivering the no.1 chemistry news magazine/website.
- Art directed photos, illustrations, covers, specials.
- Coordinated production schedule, budgets, expenses.
- Designed e-reader, web exclusives, email templates.
- Hired photographers, illustrators, stock, news vendors.

EDUCATION

PARSONS THE NEW SCHOOL, NYC

MFA, Design & Technology

- Studio-based 2yr full-time UX, web/app design, prototyping, interactivity, AV, streaming, new media art, social, mobile, maps, code, gaming.
- Created art passport interaction for "Alt Beijing" for Beijing Design Week.
- Curated and exhibited a gallery of crowdsourced photos from the app I invented for Parsons Fest.
- Taught MFA students as a Design Teaching Fellow.

INTERN

Lucas Entertainment, NYC

- Designed UX for video streaming, nav, search interface, landing pages, slideshows, community, billing.

Kargo Mobile, NYC

- Agency experience: interactive, video, and advertising design and branding for mobile clients including LG, Axe, VH1, Complex, and Radar.

JAMES MADISON UNIVERSITY, VA

BA, Media Art & Design

- Visual Communications Concentration and Art Minor.
- Cartoonist and arts writer for *The Breeze*. Wrote and produced news for JMUtv.

TOOLS

ADOBE CREATIVE SUITE: InDesign, Photoshop, Illustrator, Audition, Acrobat, Dreamweaver, layout, typography, color

WEB AND EMAIL: HTML, JavaScript, jQuery, CSS, Google analytics, PHP, WP, Drupal, SQL, hard coding

PROTOTYPING: Sketch, InVision, Figma, wireframes, dry erase, paper

VIDEO: Final Cut, Premiere, After Effects, storyboarding, motion graphics, photography

PRESENTATION: Keynote, Powerpoint, strong presenter

CONTACT

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