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09.23 – PRESENT

FREELANCE ASSOCIATE CREATIVE DIRECTOR
DIGITAS

Contracted to assist with new dual indication launch for Skyrizi.

Original concepts & designs with oversight/ executions including:

- Conceptual storyboards for video
- Figma interfaces/designs
- Maiden social media campaign
- Interactive sales-aid
- Re-branded, responsive website
- Email campaign
- Various industry publication placements

05.23 – 07.23

FREELANCE ASSOCIATE CREATIVE DIRECTOR
KLICK HEALTH

Brought on to bring a new design perspective as well as new conceptual/creative direction for the Tyrvaya brand.

Partnered with a strategist to analyze target audiences and construct a crisp, new and original aesthetic that would not only appeal and engage, but also tell the brand story seamlessly across various digital, video and print assets.

02.23 – 05.23

FREELANCE ASSOCIATE CREATIVE DIRECTOR
GREY GROUP

Contracted to execute and oversee work for an under-staffed Pevnar team as well as RFP work. Deliverables included digital, print and video under extremely tight and unforgiving deadlines.

Original concepts and designs included:

- Virtual and on-location conference booths
- Web/interface design
- Email campaign
- Interactive Ad Banner Campaign

08.17 – PRESENT

CONTRACT CREATIVE DIRECTOR /
PHOTOGRAPHER

NYCEEC

Contracted to create quarterly digital & print assets including financial reports, case studies, property evaluations, email blasts, ad banners video production and various digital needs. Office space design and signage.

Group photos, portraits, environmental portraits, architectural photography. Shooting extensive social photo and video content, updating/maintaining library.

03.22 – 02.23

FULLTIME CAREGIVER

LOS, ANGELES CA

Parent became ill & needed full-time care.

05.19 – 03.22

FULL-TIME CREATIVE LEAD/BRAND MANAGER
HCG INTERNATIONAL

Hired as the creative lead for the NYC office for the Entwine Agency (later to become HCG) and a team of five.

Responsibilities included:

- Maintaining direct client relations
- Creative liaison to account and medical teams, internally & externally, as well as external agencies
- Helping to bridge the gap between different creative disciplines and other internal teams
- Analyzing client ask and determining appropriate execution
- Procurement of appropriate creative talent needed per project as well as oversight
- Ensuring creative quality is kept at a high caliber and still adheres to brand and regulatory board guidelines
- Utilized for various conceptual and design tasks ranging from video storyboards to conference experiences
- Mentoring junior art directors and designers

Eventually assigned as the creative brand manager for final creative approvals on several brands including Pfizer, Bayer and Verquvo.

11.18 – 04.19

FREELANCE ASSOCIATE CREATIVE DIRECTOR
WILDTYPE

Engaged to create various designs for print, interactive media, ad banners and videos (including storyboards) for Breast Cancer Awareness, Keytruda, Lymparza and Ontruzant.

11.17 – 10.18

FREELANCE SENIOR ART DIRECTOR

The Bloc

Contracted to help create a new brand and add to the Farxiga family. A new brand hierarchy was to be established while keeping 4 indications in the same aesthetic.

Assisted with designs for various print & digital assets for AstraZeneca, Amarin, Merck, Regeneron and Sanofi.

03.17 – 01.20

CONTRACT CREATIVE DIRECTOR

VISION FLOURISH

Contracted to create a brand for newly founded sustainability-marketing firm, Vision Flourish.

Created ongoing content for educational series aimed at showing cities and corporate entities how to adopt more sustainable practices.

Deliverables included brand exploratory, naming exercises, logos, website, training materials and various print collateral.

07.13 – 07.17

FREELANCE SENIOR ART DIRECTOR
VISUAL ALCHEMY GROUP

Two successful pitches acquiring Alcon and AstraZeneca.

Helped concept conference experience and booth designs for Performist and AstraZeneca.

Created various designs, for print interactive media, ad banners and videos including storyboards for Asthma Awareness, Chronic Granulomatous Disease Awareness, Merck, Singulair and Xiidra.

04.16 – 07.16

FREELANCE SENIOR ART DIRECTOR
MERKLEY + PARTNERS

Contracted to create concepts for an integrated campaign for Mercedes-Benz. "Under the Star" concept developed. Deliverables included new designs for print ads and ad banners.

Concept included designs for an app where augmented reality was incorporated and customers could customize their vehicles and follow up at a local dealership.

02.08 – 01.16

FREELANCE SENIOR ART DIRECTOR
RAPP COLLINS

Collaborated with strategists to define strategy and messaging for various 360 campaigns including HP, OneTouch and Lactaid.

"Without Boundaries" concept chosen for the HP experience at VM World conference featuring David Blane as the host of the HP event.

Three successful RFP proposals obtaining Humana, Macy's, and NicodermCQ.

Created various designs, for print, interactive media, websites and video including storyboards for Gerber, HPV.com, HP, Travel Channel's No Reservations, Mercedes, Verio IQ and Viagra.

12.13 – 04.14

FREELANCE ASSOCIATE CREATIVE DIRECTOR
SAATCHI & SAATCHI

Contracted to create a 360 Campaign for the Toyota Prius. Task included over-arching concept, new design and direction, execution of print, online and social advertising, print and online collateral, interactive sillelet where users could customize their Prius, 15, 30 & 60 second videos for online and broadcast usage.

An integrated campaign was also created for the Toyota Sienna. Deliverables included print and online advertising collateral, interactive sillelet where users could also customize their Sienna.

10.13 – 11.13

FREELANCE ASSOCIATE CREATIVE DIRECTOR
CDMi CONNECT

Contracted for RFP work and successfully gained new client, TOBI for digital work. A new customer care program was to be developed under the current design systems. Deliverables included a newly designed website and a seamless conference booth experience.

08.13 – 09.13

FREELANCE SENIOR ART DIRECTOR
DAGGERWING GROUP

Contracted for the launch of new web design, emails, print + ad banners, and interactive learning modules for general diabetes awareness.

05.13 – 07.13

FREELANCE ACD/ART DIRECTOR
MERCEDES-BENZ USA

Contracted for new designs of various print collateral that included collectible "baseball cards", desk and wall calendars, mailers and new customer welcome packages for The Mercedes-Benz Roadside Assistance Program.

02.09-12.09

CONTRACT CREATIVE DIRECTOR /
PHOTOGRAPHER

OPTIMISTICO

Contracted for designs/branding for newly acquired client Performance Physical Therapy.

Photography for print & web collateral. Architectural, portraits, and staged scenarios were common assets needed.

10.09 – 11.09

FREELANCE SENIOR ART DIRECTOR
CLINE DAVIS & MANN

Contracted for re-branding and campaign for Tobi and their support program Tobi-care.

06.08 – 09.08

FREELANCE SENIOR ART DIRECTOR
JWT

Contracted for U.S. Marines print & web campaign, site redesign and custom mailers.

12.07 – 04.08

FREELANCE SENIOR ART DIRECTOR
IMC²

Contracted for Dr. Scholl's site redesign. UI and functionality included online purchases.

05.07 – 12.07

FREELANCE SENIOR ART DIRECTOR
MRM WORLDWIDE

Contracted for site design, print and web campaigns for MasterCard and Saks Fifth Avenue. UX/UI/Design for interactive homepage/landing experience.

07.06 – 10.06

FREELANCE SENIOR ART DIRECTOR
WUNDERMAN

Various integrated web & print campaigns for Chevron, Citibank, MasterCard and Chantix.

11.02 – 02.06

FREELANCE SENIOR ART DIRECTOR
DIGITAS

Re-hired on a freelance basis after massive lay-offs in 2001. Clients included American Express, Barnes & Noble, Crown Royale, WWF, Aveda, Captain Morgans, NY Times.

02.03 – 05.03

FREELANCE ART DIRECTOR
THE SLOAN GROUP

Contracted for Banner campaigns for The MGM Grand, Sony Interactive.

06.02 – 12.02

FREELANCE ART DIRECTOR
JACK MORTON

Graphic design for: various Broadcast TV Sets, Conferences, Mobile Marketing Events. Large format designs for truck wrappers & billboards. Clients included Sports Illustrated and the International Olympic Committee.

11.99 – 10.02

FULL-TIME ART DIRECTOR
DIGITAS

Held lead & support positions in preliminary, implementation, & conclusive stages of complex web-builds. Process entailed: site maps, user-flows, branding exercises, design critiques, focus groups, usability labs, & oversight of production.

Created concepts and designs for online, print & direct-mail campaigns. Supervised design implementation. Conferred with marketing teams to determine appropriate media buys. Success of campaigns later appraised by measurement teams.

Produced custom interfaces/interactive videos to address various client needs. Lead team of designers, animators, editors, programmers & copywriters to find solutions for problems which common mediums could not facilitate.

08.97 - 11.99

FULL-TIME SENIOR DESIGNER

NJ.COM

Creative head for high volume advertising department. Conceived designs/concepts for extensive sitelets and animated Ad Banners.

Created page layouts for various features and sections. Contiguously created graphics for daily headlines and late-breaking news on the fly.

CLIENT LIST BY INDUSTRY

AUTOMOTIVE & TRANSPORTATION

Alamo
Chevron
Delta
GMC
Ford
Honda
Mercedes-Benz
Toyota

BEAUTY & FASHION

Aveda
Saks Fifth Avenue
Simple

CONSUMER / RETAIL

AOL
Barnes & Noble
Dr. Scholl's
Gain
Gerber
Lactaid
Rockaway Bedding
The Source

CONSUMER ELECTRONICS

Dell
Sony

FINANCIAL SERVICES

American Express
Citibank
MasterCard

EDUCATION

Teach for America

FOOD & BEVERAGE

Crown Royale
Captain Morgans
Diner's Group
Johnny Walker

GOVERNMENT

NYCEEC
The US Marines

HEALTHCARE / PHARMA

Alcon
Asthma Awareness
AstraZeneca
Bayer
Chantix
Delta Dental
Humana
HPV Awareness
Merck
NicodermCQ
OneTouch
Pfizer
Sandoz
Singulair
Tena
Tobi
Verquvo
Viagra
Xiidra

MEDIA & ENTERTAINMENT

Beyonce'
The New York Times
NJ.com
Sony Entertainment
World Wrestling Entertainment

NON-PROFIT & INSTITUTIONS

Vision Flourish

REAL ESTATE

Century 21
Re/Max

SPORTS

International Olympic Committee
MLB
Sports Illustrated

TECHNOLOGY

Dell
HP

TOURISM & DESTINATIONS

Sheraton
Starwood
SPG
St. Regis
W Hotels

