



EXPERIENCE

MARRIOTT INTERNATIONAL | Bethesda, MD | 11.08 – Current
Interactive Art Director, eCommerce Product Development

- Created immersive and engaging user experiences on the 7th largest eCommerce website (reporting \$6B in annual revenue)
- Established the creative direction for eChannels vacation packaging strategy, which was recognized and commended by key members of the senior executive team.
- Invented a user interface that became the benchmark for design thinking and implementation of Vignette pages.
- Extensive knowledge and specialization in mental models for loyalty program audiences, and leisure travelers.

G2 | Stamford, CT | 02.07 – 10.07
Senior Art Director

- Conceptualized, designed, and completed strategic advertising comps and layouts for leading 360-degree, marketing agency.
- Clients included: BIC Pens, Centrum, Colgate-Palmolive, Korbel, Pringles, and Scotties.

INTEGRATED MARKETING | Norwalk, CT | 03.06 – 02.07
Art Director

- Lead AD on Unilever account with a budget of \$40 million.
- Devised national promotions for consumer packaged goods in supermarkets, drug stores, and mass marketers such as: Wal-Mart, Target, CVS, Stop & Shop, Von's, and Costco.

RED ROCKET BRAND ENGINEERS, LLC | South Norwalk, CT | 06.04 – 02.06
Art Director

- Originated strategic brand positioning and tactics.
- Conceptualized, executed and produced riveting advertising campaigns for print, out of home, TV, and web.
- Team lead on global brands: Wokka Saki, Peak Pilates and The Regus Group (a Fortune 500 company providing on-demand office space).
- Produced storyboards, marker comps, and final mechanicals.

AMERICAN BOTANICAL PHARMACY | Marina del Rey, CA | 07.03 – 06.04
Senior Designer

- Directed massive rebranding initiative.
- Developed new product labels and packaging for entire herbal line.

VANGUARD & SUGAR HILL RECORDS | Santa Monica, CA | 03.03 – 09.03
Graphic Designer

- Generated distinguished CD package art and design for such artists as: Dolly Parton, Patty Larkin, Carbon Leaf and Robert Bradley.
- Created various magazine advertisements for publication in Acoustic Guitar Magazine and CMJ New Music Monthly.

CIRCLINE INC | New York, NY | 07.01 – 09.02
Graphic Designer

- Created prestigious client presentations for interior design firms and private collectors, looking to purchase fine art & antiques.

SMALLWOOD & STEWART | New York, NY | 03.99 – 10.99
Junior Designer

- Created page layouts and book jacket designs for major trade publishers such as Hearst Books, Andrews McMeel, Simon & Shuster, Victoria Magazine and House Beautiful Magazine.

TECHNICAL SKILLS

CORE COMPETENCIES | Brand Development, Creative Direction, Drawing, Ideation, Storyboarding, Typography, User Interface Design

SOFTWARE | Adobe CS5 (Dreamweaver, Flash, Illustrator, InDesign, Photoshop) Microsoft Office Products, Quark

WEB DEVELOPMENT | CSS3, HTML/XHTML, JavaScript, JQuery, Omniture, Vignette, XML

LEADERSHIP

UNITED STATES MARINE CORPS, OFFICER CANDIDATE SCHOOL | Quantico, VA | 06.00 – 09.00

- 8 weeks of military training and leadership evaluation as a 2nd Lieutenant candidate.

NEW SCHOOL UNIVERSITY | New York, NY | 05.99 – 09.01
Resident Advisor

EDUCATION

PARSONS SCHOOL OF DESIGN | New York, NY
BFA Illustration, May 2001

EUGENE LANG COLLEGE | New York, NY
BA Psychology, May 2001

MEMBERSHIP

AIGA | Washington, DC
THE ADVERTISING CLUB | New York, NY