

> PROFILE

Award-winning Senior Art and Creative director accomplished in art and creative direction and the development of design solutions from concept to completion. Specialized in creating multi-platform campaigns with an active creative and strategic approach. Aimed at motivating teams on pushing creative boundaries and discovering new disciplines. Leads and manages ideas into concrete processes, from concept to completion. Guiding through a results-driven collaborative solution building approach utilizing seasoned executive staff and client interaction skills - providing proven experience in media production, vendor management, and meeting strict deadlines. My work model emphasizes the promotion and elevation of clients brand through innovative thinking and design.

> EXPERIENCE

Sr. Art Director/ Associate Creative Director 2010 - Present Freelance

A design-driven, result oriented, a resourceful and self-motivated creative director with an ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into imagery. Utilizing my ability to see the big picture and continually develops new and inspiring approaches to a brief, I work in and contribute to a creative environment alongside designers, copywriters, content strategists, user experience specialists, and interactive developers.

As a Consultant of arts and graphics, my specialties spans throughout branding, web development, interactive multimedia, direct marketing, print, concept design, presenting and mentoring.

As an Artistic Associate, I have successfully developed creative programs and produced concepts that meet business objectives and brand strategy generating a strong return on investments (ROI) for both print and web communications. I also have supervised teams on a variety of projects and delivering creative solutions to meet and exceed client expectations.

- Ogilvy CommonHealth | NJ (5/18-5/2019 (Freelancing here since 2014)
- Trajectory | NJ (2/18-4/18)
- Pivot Healthcare Communications | NJ (11/17-12-17)
- Island Sports Works, NJ (5/16-11/17)
- Entrada Communications | NJ (5/16-5/17)
- Mercedes-Benz (2/15-6/15)

Sr. Art Director 2007 - 2010 Pace Advertising, Parsippany NJ

- I managed daily business operations: budgeting, scheduling, marketing, client relations, design management, and project management.
- Communicated regularly with clients to assess needs, develop creative strategies, and create solutions that translate objectives into effective creative media products.
- Led vendors/consultants during the production of creative projects assuring visual communication standards of quality are met across various media.

Key Projects:

- I successfully created a resourceful lead on a business pitch for the drug VIDAZA, which helped PACE create new opportunities with CELGENE pharmaceuticals.
- As the Art director to the NEXAVAR account, I designed effective communication and marketing materials such as Flashcards, Visual Aids, Value Props, Websites, Direct Mail, e-mails, etc.

Sr. Art Director 2005 - 2006 Vonage

Sr. Art Director

Sr. Art Director 1999 - 2005 Sr. Art Director

CONTACT

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SKILLS

Indesign	■ ■ ■ ■ ■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Illustrator	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Wordpress	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Motion/FinalCut	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Powerpoint	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Mac Systems	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Spanish	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

ACCOUNTS WORKED

AOS Thermal Compound	Island Sport Works	Merck (SINGULAIR®, ZOSTOVAX®, VYTORIN®)
AT&T	Janssen (INVOKANA®, SIMPONI®)	Mont Blanc
Bayer (NEXAVAR® VITRAKVI®)	Johnson & Johnson (LISTERINE®)	Pamper-Cheerios (co-branding)
Celgene (VIDAZA®)	Lucent Technologies	REGENERON (EYLEA®)
Cendant	M&M Mars	Siemens
Dun & Bradstreet,	McNeil (TYLENOL®)	Solaris Health System
Gusmer Cellulo Health-Ed	Medco Health Mercedes-Benz	Vonage

AWARD HIGHLIGHTS

- Dual Telly awards
- President of the Art Directors Club of New Jersey
- Summit awards
- Student of The Year

EDUCATION

Digital Marketing Certificate | Rutgers's Mini - MBA Program, New Brunswick NJ 2011

Commercial Art Diploma | DuCrets School of Art, Plainfield NJ 1994

INTERESTS

Creative Philosophy	+	Basketball
Drawing	+	Cycling
Photography	+	Snowboarding