

Sony Music Publishing
New York, NY

Art Director
Corporate Communications

2022 – Present

Gap Inc.
New York, NY

Senior Manager, Creative Services
Global Franchise

2017 – 2022

Joe Fresh
New York, NY

Creative Services Director

2016 – 2017

Creative Services Manager

2014 – 2016

Visual Graphics Coordinator

2013 – 2014

In Record Time, Inc.
New York, NY

Senior Graphic + Web Designer

2010 – 2013

Park B. Smith, Ltd.
New York, NY

Lead Graphic + Web Designer

2008 – 2010

ADOBE CC	> _____	InDesign • Illustrator • Photoshop • Bridge • Acrobat • Dreamweaver • After Effects • Premiere • Lightroom • Animate
+ SOFTWARE	> _____	OSX • Windows • Office 365 • iWork • Cloud Sharing • Digital Asset Mgmt • Project Mgmt • Cinema 4D • ProTools
PRINT	> _____	Branding / Identity • Marketing / Advertising • PR / Event • Typography • Illustration • Photography • Apparel
DIGITAL	> _____	UI / UX • Social Media • Wordpress • HTML / CSS / Javascript • SEO • Figma • Sketch • Invision

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Ohio University

The Art Institute of Pittsburgh

Graphic Design

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f in

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15+ years of creative direction with emphasis on graphic and web design. Content ideation and marketing strategy in synergy with 360 campaign development including branding, identity, print, packaging, web, e-mail, social media, broadcast, merchandising and display. Up-to-date with current design trends and fluent with technology. Passionate and organized with an appreciation for detail.

- Enhanced brand identity through the development of comprehensive brand guidelines.
 - Developed a fully dynamic and enhanced prototype revamping the current company website.
 - Crafted bespoke awards to commemorate outstanding achievements of our songwriters.
 - Conceptualized and produced captivating print advertisements featured in renowned publications such as Billboard, Variety, and HITS.
 - Designed compelling digital ads for Music Business Worldwide, maximizing online visibility.
 - Produced engaging videos for ongoing social media series, highlighting influential executives and showcasing the rich history of music samples.
 - Supported various social media campaigns with effective content creation.
 - Implemented a corporate communications SharePoint page on the internal intranet, streamlining news updates, digital assets, and relevant files.
 - Developed visually appealing and professional email templates and banners.
 - Delivered impactful presentations and established a comprehensive library of slide templates for implementation across multiple departments.
 - Crafted eye-catching cover art for BeatStars artists, elevating their brand presence within the marketplace.
- Oversee all global franchise print and digital marketing materials across 60+ partners in over 50 countries within Gap Inc. portfolio – Gap, Banana Republic, Old Navy and Athleta, along with Licensing.
 - Successfully built and implemented “The Hub” – a collection of Microsoft SharePoint sites with over 1K users division-wide for file sharing and communications.
 - Successfully built and implemented Adobe Workfront – a cloud-based project management tool – to all internal team members and partners, increasing workflow efficiencies, productivity and communication.
 - Archive and maintain 10K+ print and digital assets seasonally across the portfolio on multiple online sharing platforms.
 - Responsible for the review and approval of hundreds of projects quarterly, over a wide variety of channels, including print, out-of-home, press and event, digital and social media, and online pure play.
 - Create hundreds of bespoke seasonal and evergreen assets for both print and digital media for all brands internationally.
- Led the graphics and visual teams by collaborating directly with the SVP of Brand Development, Global Marketing Director and Creative Director to implement marketing strategies while developing and maintaining brand standards.
 - Created and directed content, marketing, and promotion materials for \$2M+ campaigns inclusive of print, digital, web, e-mail, social media, photography, TV, radio, out-of-home, and visual display.
 - Managed production for all marketing collateral over 12 quarterly campaigns for 400+ locations across Canada and around the globe in 7 countries, including Mexico and the Philippines.
 - Led a staff of 5 internal designers while partnering with multiple agencies and vendors to ensure that all projects are delivered on time, within budget, and with quality end results.
 - Launched successful rebranding efforts across all departments and channels and supervised effective implementation and administration of file-sharing services.
 - Managed efficient and streamlined company-wide transition from internal design and production teams to external agencies by building asset libraries and templates along with establishing and implementing protocols for workflow standardization.
 - Increased Instagram channel to over 100k followers.
 - Worked directly with the Visual Director to execute multi-store projects, including the development, design and sourcing of retail display installations to support new products and company directives.
- Developed, designed and oversaw 500+ projects for clients such as NBC, Verizon, Rockstar and Supreme at a boutique creative agency specializing in merchandising and manufacturing.
 - Partnered with the Creative Director and account managers to concept and create marketing collateral and promotion materials that met client needs through custom apparel (screen printing, embroidery), print and packaging, website design and CMS.
- Led a team of 3 designers creating graphics and visual designs for a home-goods company offering a wide variety of products such as shower curtains, dinner napkins, towels and placemats.
 - Conceptualized new designs for retail packaging, showroom signage, visual presentations and web design.