

WORK EXPERIENCE

Off-Air Art Director, Multiplatform // Oxygen, NBC Universal (9/2015 – Present)

- Hands-on timely creative execution in all phases of production-ready high-quality art in order to drive audience passion around the release of our premium shows.
- Ideate, write, produce, direct and execute compelling Key Art and 360° campaigns during Oxygen's true-crime re-brand and rapid growth as the fastest growing cable network in total-day viewership.
- Pitch campaign creative to senior leaders and maintain a track record of thorough, accurate and effective communication with all levels of team members.
- Creative lead on Oxygen's creative UI integration with our streaming apps.
- Appointed as a social media task force leader and designer of static and animated posts to help transition from an external agency to a leaner, more cost-effective in-house process.
- Negotiate assignments, priorities and allocation for off-air team including identifying artificial deadlines and sourcing new tools, talent, toolkits, standards and technology.
- Organize and facilitate weekly in-house interdisciplinary brainstorms where participants leave with actionable feedback, clear deliverables and tasks toward collective business goals.
- **PROJECTS:** The Oxygen App, Forensic Detective AR App, CrimeCon, Cold Justice, Martinis & Murder, In Ice Cold Blood with Ice-T, Injustice with Nancy Grace, The DNA of The Sisterhood of Hip Hop, Bad Girls Club.

Associate Creative Director // Second Language Design (5/2014 – 9/2015)

- Creative leadership and execution on print, interactive and packaging projects.
- Identified areas where implicit standards could be explicit guidelines so teams can work both more autonomously and in technical-unison.
- Contributed to the positioning and promotion of the company as a whole.
- **PROJECTS:** Advantage Testing, CBS Sports and the Wellness Roundtable App.

Print Design // Leroy + Clarkson (2/2014 – 5/2014)

- Print, digital and OOH Art Direction for NBC Universal's 2014 Upfront.
- Prepared assets for motion team and created an outwardly shared style-guide on an in-progress campaign.

Lead Graphic Designer // Porter Novelli PR (10/2008 – 9/2012)

- Processed direction from brand design briefs and created graphic deliverables surrounding PR activations.
- Promoted to presentation designer for new business and collaborated on ideas that brought in new clients.
- **PROJECTS:** Hewlett-Packard, McDonald's, the National Beef Council, Bristol-Myers Squibb, Johnson & Johnson and 30 Proctor & Gamble brands.

Freelance Print & Design // Projects & Clients (9/2005 – 9/2016)

- BigStar, AOL, Spotify, Cantu Hair, Beehive, Gillette, Internal Revenue Service, East Village Radio, The Hallmark Network, The Washington Spectator, Taco Bell and Van Cleef & Arpels, WeTV.

EDUCATION

- Maxon Cinema 4D Modeling Certificate // NYU School of Professional Studies (4/2019 – 6/2019)
- Design Internship // Wax Poetics Magazine (7/2007 – 10/2007)
- Basic Web Design Certificate // NYU School of Professional Studies (5/2007 – 7/2007)
- BFA in Graphic Design & Illustration // Savannah College of Art and Design Savannah, GA (2001 – 2006)
- Westhill High School // Stamford, CT (1996 – 2001)

SKILLS: ENTERTAINMENT CREATIVE DESIGN GENERALIST

Ideation, Presentations, Mockups, Logos, Retouching, Leadership, Static and HTML5 Ad Banners, UI, Event, Social Media, Design for Connected Devices, Photography, Capture One, Typography, Layout, Publication Design, AfterEffects, Illustration/Storyboarding, Cinema 4D, Creative Mentorship, Print, OOH, InDesign, Illustrator, Photoshop, Adobe XD, Recruiting/On-boarding Creative Talent, Witty Copywriting, Brand Toolkits, Team Player, Color-Grading, Data Visualization, Knowledge of entertainment media landscape, Toolkits/Guidelines/Standards and Storytelling.