

Freelance Senior Visual Designer & Art Director October 2012 - Current

- Art Director for Bare Necessities (2022 - email/website/social media campaigns)
- Designer for projects including, but not limited to, digital design, UI design, marketing collateral, presentations, pitch decks, and branding

Communications Director September 2022 - Current

- Board member of Home and School Association for local elementary school
- Creative direction and marketing for event campaigns
- Complete overhaul and redesign of website

Freelance Senior Designer | ALEX AND ANI September 2015 - March 2016

- Designed on-brand campaigns for e-comm (website, landing pages, emails, social media, banner ads) including art direction, concept brainstorming, wireframing, UX/UI design, spec annotations, and production
- Managed and mentored junior designers

Freelance Digital Designer | FLUID July 2015 - August 2015

- Designed for desktop & mobile websites, emails and banners for various e-comm brands

Freelance Visual Designer | BLURB May 2015 - June 2015

- Designed creative assets for the website, marketing collateral, banner ads, landing pages, and emails/newsletters from concept through completion while following brand guidelines to ensure brand consistency across all media
- Provided annotated design cut-sheets and style guides

Senior Creative | THE SCIENCE PROJECT October 2013 - May 2015

- Concept brainstorming, pitch decks, wireframing, UX/UI design, visual design, spec annotations, production, and QA for a wide range of digital experiences

Art Director/Project Manager | HART HOWERTON February 2008 - October 2012

- Managed multiple fast-paced project deadlines simultaneously
- Collaborated with in-house architects and landscape architects on project deliverables
- Re-developed firm-wide graphic standards for in-house graphics, as well as client presentations
- Conducted basic tutorial sessions on Adobe Creative Suite for firm employees
- Converted/redesigned printed portfolio books for display on mobile devices
- Designed press-releases and mailers
- Coordinated and supervised print production to ensure quality and deadlines are met

Graphic Designer | HART HOWERTON November 2003 - February 2008

- Designed firm portfolio books, marketing pieces, client presentation books and presentation posters
- Designed logos, books, brochures, and mailers for luxury resorts and residences
- Organized project files and reference image library
- Manipulated photos/images with Photoshop for marketing purposes
- Collaborated with various vendors, suppliers and print services for large-scale print projects

Graphic Design Intern | MUSEUM OF MODERN ART (NY) February 2003 - May 2003

- Assisted in the design and production of museum exhibitions, including exhibition graphics, wall text, signage, and vitrine posters
- Designed invitations, brochures, postcards, posters, press-kit materials, and education materials
- Participated in development of marketing and advertising campaigns

TECHNICAL SKILLS

Adobe:
Photoshop,
InDesign,
Illustrator,
Keynote

Sketch

Microsoft:
Word,
Excel,
PowerPoint,
Outlook

PM Software:
Basecamp
Asana
Robohead

EDUCATION

Fashion Institute of
Technology (SUNY)
Graphic Design