



Skills

I make use of best practices in usability, UX, design, and animation for website development on major brands. I'm highly experienced in sketching, rapid prototyping, agile methods, and experimental collaboration.

The depth of my knowledge lies in creative direction, brand development, and crafting digital brand experiences. I translate strategy into design strategy. I'm also skilled in building/maintaining relationships with clients, project oversight, project planning/management, and leading multidisciplinary teams.

Experience

Creative Director

July 2013–Present

Lifeblue

Responsible for developing compelling art direction and the oversight of aesthetic execution on all .com redesigns. Led departmental design meetings and the iteration of internal creative processes. Became a mentor for team members sharing creative insight, creating opportunities for growth, and ongoing performance management. Above all else balanced crafting digital brand experiences with client business objectives on a daily basis.

Motion Graphic Designer

Years Employed: 2011–2013

Melamed Riley

Conception/execution of web video and broadcast commercials using video editing, 3D animation software, and visual effects packages. Worked with creative directors to produce storyboards, animatics, and polished motion graphics for national clients. Instrumental in web design, mobile applications, print campaigns, and brand development.

Art Director

Years Employed: 2006–2013

Spark Experience Design

Art Director for boutique design agency located just outside of Washington, D.C. Produced a variety of successful design work including packaging, logo/identity systems, print collateral, website designs, and user interfaces.

Multimedia Designer

January 2010–January 2011

LSI Solutions

Assisted national discovery team with the capture and editing of video. Provided for several different areas of focus including video production, graphic design, and motion graphics for trade show events and website content. Led the design and production of product packaging materials and product related literature.



Experience (Cont.)

Course Instructor <i>Rochester Institute of Technology</i>	Years Employed: 2007–Fall 2009
Graphic Designer <i>FisherMears Associates</i>	Years Employed: 2006–2007
Teaching Assistant <i>SUNY Oswego</i>	Fall 2006: August–December

Education

Rochester Institute of Technology <i>Master of Fine Arts in Computer Graphics Design</i>	2007–2009 <i>Rochester, New York</i>
State University of New York at Oswego <i>Bachelor of Fine Arts in Graphic Design</i> <i>* Graduated Suma Cum Laude</i>	2005–2007 <i>Oswego, New York</i>
Sullivan County Community College <i>A.A.S. in Computer Graphics/Graphic Design</i> <i>* Graduated Valedictorian</i>	2003–2005 <i>Loch Sheldrake, New York</i>

Awards

Manville B. Wakefield Award for Outstanding Achievement in Computer Graphics, SCCC, 2005

Faculty Award for General Excellence, SCCC, 2005

Certificate of Academic Achievement, SCCC, 2005

Certificate of Appreciation, National Park Service, brochure, SCCC, 2005

Excellence in Web for New Media, Juried Student Exhibition, SUNY Oswego, 2007

Robert Sullins Studio Award, SUNY Oswego, Graphic Design, 2007

Silver Addy for Local Television Campaign, The MetroHealth System, 2012

Bronze Addy for Local Television, The MetroHealth System, 2012