



## EDUCATION

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07.2000 - 08.2002  
The Art Institute of Philadelphia  
[Multimedia & Web Design](#)

08.1992 - 05.1994  
The University of the Arts  
[Graphic Design](#)

## RECOGNITION

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2011 Gold Addy Award  
Razorfish Health Website  
[Design Director](#)

2010 Razorfish Excellence  
Pfizer aRCC iPhone App  
[Design Director](#)

2010 Gold Addy Award  
PC Mag Website  
[Design Director](#)

2009 Gold Addy Award  
Razorfish Holiday e-card  
[Sr. Art Director](#)

2008 DTC Award  
Roche Boniva Word Search Ads  
[Sr. Art Director](#)

2007 Gold Addy Award  
AAIRF Holiday Communications  
[Sound Designer](#)

2006 Gold Addy Award  
Shutterstock Rich Media  
[Art Director](#)

## EXPERIENCE

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07.2010 - PRESENT  
**Digitas Health**, Philadelphia, PA  
[Sr. Art Director](#)

Manage daily creative operations of Shire ADHD brand. Online and offline concept development for new ad campaigns. Creator of look and feel to evolve brand presence in both markets. Development of mobile site and mobile friendly apps. Creative client lead for presenting new materials. Management of design team to ensure aesthetic consistency. Also very hands-on from a design perspective. Evolution of MLR requests to keep creative and legal requirements in sync. Work closely with Strategy and UX leads to create smarter approach to communicating brand story online.

03.2009 - 05.2010  
**Razorfish Health**, Philadelphia, PA  
[Design Director](#)

Focus on Razorfish's design aesthetic as a whole. Responsibilities include managing the design team, inspiring new ideas, and elevating the level of our client's creative deliverables. Owner of all Razorfish Health corporate initiatives. Work closely with the design team to enhance their view of composition, color, typography and polish. Mentoring of entry-mid level designers. Manage design resources and negotiations between creative and account teams. Client relationships with AARP, Genentech, Pfizer and Mylan.

09.2007 - 03.2009  
**Razorfish**, Philadelphia, PA  
[Sr. Art Director](#)

Online ad campaign for Heinz SmartOnes. PNC Virtual Wallet website. FujiFilms consumer photo sharing site. Redesign of Philly.com website. Wyeth's Effexor and Torisel brands. AstraZeneca's Crestor, Rhinocort Aqua, Pulmicort Respules and Turbuhaler brands. Additional clients include Alaska Airlines, ING Direct and State of Our Health. Actively participate in new business pitches. Responsible for quality and final delivery of all deliverables. Directed and edited podcast series for Johnson & Johnson mental health care forums. Research and development team for mobile applications and VOD content. Development of creative agency reels.

05.2007 - 09.2007  
**Essentia Creative**, Wilmington, DE  
[Sr. Art Director](#)

Design of Sugarfoot Fine Foods web presence. Manage production of DuPont site creative. Online ad campaign and microsite for Ramada hotels. Re-branding campaign for Wilmington Market St. Revival project: CrosbyHill.

01.2007 - 05.2007  
**Comcast Interactive Media**, Philadelphia, PA  
[Art Director](#)

Comcast.net home portal direction with a focus on re-branding its Casual Games division (Chill) and Search results interface designs. Emphasis on account and project management.

11.2003 - 12.2006  
**Avenue A | Razorfish**, Philadelphia, PA  
[Art Director](#)

Organization and management of multiple accounts including: AstraZeneca, Alaska Airlines, Shutterstock, DeVry University, Motorola and Hawaiian Airlines. Conceptualization of new campaigns with creative director, copywriter and designer team structure. Dissemination of creative briefs to deliver campaigns on target with client objectives. Oversee multiple designers to ensure graphic integrity of brand from conception to production. Director of all client layout and designs taking quality of design, strategic accuracy, and adherence to brand style guidelines into account. Presentation of creative concepts and designs to client.

11.2002 - 11.2003  
**iFrontier**, Philadelphia, PA  
[Interactive Designer](#)

Layout and design of online advertising materials including standard and rich-media ad units, emails, landing pages and websites. Development of creative projects for Wyeth Pharmaceuticals, Expedia, MSN and GSK. Work with art director, copywriter and account teams for strategy and conceptual direction for branding and direct response advertising campaigns. Creatively deliver multiple design solutions per concept. Design and development of fully animated interactive environments.

05.1994 - 03.2000  
**PCGraphics**, Turnersville, NJ  
[Graphic Designer](#)

Catered to pharmaceutical, corporate travel and waste management organizations for print layout, desktop publishing, pre-press and fabrication materials. Set up on-site print materials ranging from ticket jackets and agendas to large format branding and directional indoor/outdoor signage through vinyl and ink-jet applications. Created company identity and stationary for local and national business firms to provide design plans, color match proofing and final print material. Ran and operated morning traffic meetings for pre-press and scheduling of on-press time slots, bindery and delivery.