

EXPERIENCE

07.2006 - PRESENT

Avenue A | Razorfish
Philadelphia, Pennsylvania
Sr. Art Director

Online brand director for all AstraZeneca accounts including: Crestor, Rhinocort Aqua, Pulmicort Respules, Merrem and Pulmicort Turbuhaler. Additional clients include: Alaska Airlines, ING Direct and State of Our Health. Actively participate in new business strategy and pitch development creating show pieces and RFPs. Responsible for quality of final delivery for all websites and ad campaigns.

09.2005 - 05.2006

Avenue A | Razorfish
Philadelphia, Pennsylvania
Advanced Solutions Art Director

Technology specialty division focused on current and new applications for the interactive/online space. Proscapa tablet PC certified. Directed and edited podcast series for Johnson & Johnson mental health care forums. Audio and video content editing for interactive webcast presentations. Research and development team for mobile applications and VOD content. Development of creative agency reels.

11.2003 - 09.2005

Avenue A | Razorfish
Philadelphia, Pennsylvania
Art Director

Organization and management of multiple accounts including: AstraZeneca Pharmaceuticals, Alaska Airlines, Shutterfly, 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

Avenue A | Razorfish
Philadelphia, Pennsylvania
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. Responsible for research of stock photography, attending photoshoots and manipulation of images. Creatively deliver multiple design solutions per concept. Design and development of fully animated interactive environments.

05.1993 - 03.2000

PCGraphics
Turnersville, New Jersey
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. Operations and maintenance of image scanning and digitizing center, ColorSpan large format printing RIP stations and drafting equipment, ECRM laser negative output device and 3M Rainbow dye-sublimation color proofing system. Headed vinyl sign division for automotive, banner, menu system and trade show materials from conceptualization, design layout, operations of Gerber cutting machine and installation.

EDUCATION

07.2000 - 08.2002

The Art Institute of Philadelphia
Multimedia & Web Design

08.1992 - 05.1994

The University of the Arts
Graphic Design

SKILLS

Proficient in the use of the following software: Dreamweaver, Fireworks, Flash, Illustrator, InDesign, Photoshop and QuarkXPress. Active in department leadership, mentoring, creative brainstorming, client presentations and testing of new technologies. Strengths also in the sound and interior design fields.

RECOGNITION

2006 Addy Award

AA|RF Holiday Communications
Sound Designer

2005 Addy Award

Shutterfly Rich Media
Art Director

2005 Philly Gold

Rhinocort Aqua Rich Media
Art Director

2005 Addy Award

iFrontier Website
Art Director

2005 Web Award

Shutterfly Rich Media
Art Director

2004 Philly Gold

Expedia Rich Media
Designer

2004 Philly Gold

MSN Messenger Rich Media
Designer