

OBJECTIVE:

To secure a senior level creative position, utilizing design and illustration skills gathered throughout 20 plus years of experience. Excited about working with a team of enthusiastic professionals to create effective interactive and print solutions that achieve the client's goals.

PROFILE:

Highly creative and multi-talented illustrator, designer and art director with extensive experience in brand development, multimedia and print design. Exceptional collaborative skills and verbal communication abilities. Highly skilled in client-vendor negotiations. Used to performing in deadline-driven environments while working within budget constraints of the project.

CREATIVE EXPERIENCE:

- Art Direction
- Brand Development
- Vector Illustration
- Character Design
- Product Development
- Medical Illustration
- Interactive Design
- Medical Animation
- Storyboards
- Print Design
- Social Media
- Book & Magazine Layout
- Design & Production
- Website Development
- Game App Development

PROFESSIONAL EXPERIENCE:

Multimedia Art Director (contractor)

Bank of America, Wilmington DE January 2012 - March 2016

Art director of digital marketing projects and campaigns dealing with the Bank of America and/or Merrill Edge brand from concept to implementation. Close collaboration with the team writers, account executives, creative directors and clients.

- Created animated ATM attract screens for Bank of America and Merrill Edge product promotion
- Worked on campaigns for Bank of America partnerships with Apple, NFL, MLB, The Art Institute of Chicago and Susan G. Koman for Cure.
- Developed numerous service announcement landing pages and modals for Bank of America and Merrill Edge.com promoting different offers and products.
- Responsible for creating ads that were placed throughout bankofamerica and merrilledge.com. Worked off current corporate guidelines, approved color palettes and lifestyle imagery, designing numerous ads using a combination of custom made illustrations and photography.

Apparel Designer, Illustrator and Production Artist (contractor)

Fanatics, Conshohocken PA January 2012 - January 2016

Freelance contractor working on conception, design, illustration and production of custom sport and pop culture apparel.

- Style expansion off of approved master files throughout all league teams on custom sport apparel for the NFL, NHL, MLB, NCAA and NASCAR for seasons 2013 through 2016
- Creative concept pitch work for NHL involving the iconic Zamboni vehicle.
- NASCAR racing illustration pitch work focusing on kid's t shirt apparel themed in the Ed "Big Daddy" Roth - Don Russ "Odd Rods" style.
- Developed creative apparel concepts for Hasbro using features from the iconic games Mousetrap, Twister, Hungry Hungry Hippos and NERF sports.



Senior Art Director (contractor)

MRM Worldwide, Lawrenceville NJ April 2011 - November 2011

Lending a hand on interactive pitches & projects for pharmaceutical, entertainment and educational clients.

- Lead design on RAPID3, an unbranded rheumatoid arthritis assessment tool for Bristol-Myers Squibb's ORENCIA campaign.
- Site design, game & logo development, sprite animation, and Illustration for LUNESTA's followthewings micro site and Facebook presence.
- Unbranded rich media banner design and development for Bristol-Myers Squibb's SPRYCEL campaign.
- Concepts and development of a social game application for IHOP restaurants.
- Rich media banner design for Applebees "Americano meets Italiano" campaign.

Senior Designer

KidsHealth/The Nemours Foundation, Wilmington DE May 2007 - February 2011

Provided creative lead and design implementation across a range of media, from simple web graphics to original properties to storyboarding animation and videos to full production of high-run press materials and promotions. Coordinated with editors, technical staff, freelance designers and consultants to meet all project requirements, deadlines and overall approval.

- Worked extensively on the UX, functionality and layout on the kidshealth.org proposed redesign.
- Wireframed and redesigned licensee partnership program for its four targeted audiences: Parents, Kids, Teens, and College.
- Designed templates for the various eNewsletter programs.
- Defined the style of all new medical illustrations currently being published on kidshealth.org
- Created medical animation elements and storyboards for KidsHealth video production partnership with the Get Well Network.
- Built the brand, style, layout and design for one of KidsHealth original properties "The Pink Locker Society" www.pinklockersociety.org.

Designer and Print Production Specialist (contractor)

Aetna Healthcare, Blue Bell, PA January - May 2007 • February - September 2004 • March - August 2003

Utilizing new and existing layouts from agencies, inputting new text and images. Working with directors, editors, proofreaders and vendors to preflight and completion of each assigned project.

- Designed and constructed various versions of the "Freedom of Choice" portfolios.
- Designed various program sale sheets.
- Designed and constructed various versions of the Prescription Drug Benefit portfolios.
- Chose creative for brochures, sales sheets, post cards and regional mailers.

Designer and Print Production Specialist (contractor)

Astra Zeneca, Wilmington, DE June 2006 - January 2007

Created design themes and graphics for marketing and sales materials for AZ's in-house agency. Numerous brochures, web banners, magazine ads, produced for major pharmaceutical brands. Participated in production of print and promotional items for AZ internal campaigns.

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- Worked on the design and production of print ads, brochures and sale sheets for major pharmaceutical brands; including, but not limited to, CRESTOR, SYMBICORT, CASODEX, SEROQUEL XR, PRILOSEC and RHINOCORT AQUA Nasal Spray.
- Designed “Sisters” calendar for “Get the Facts, Fight the Fear” campaign.
- Provided layout and design of promotional materials for AstraZeneca’s Partnership with Web MD.
- Created internal brochures for all areas within Astra Zeneca.

Art Director

Euro RSCG 4D, Devon, PA June 2005 - June 2006

Worked on concepts and pitches for Agilent Technologies, Exide Technologies, Stryker, Time Warner Cable, and Yellowbook.

- Created working prototypes for client presentations.
- Designed Direct mail marketing campaigns, print ads and marketing materials.
- Wireframe, design and development for potential websites.
- Creation and design of online advertising consisting of tower and rich media banner ads.
- Designed and pitched innovative ideas and concepts for new business presentation materials.

Graphic Designer • Brand Illustrator (contractor)

Pep Boys Auto, Philadelphia, PA September 2004 - June 2005 • September 2008 - 2012

Designing circulars, in-store promotions, mailers for regional distribution and promotional apparel. Illustrated brand icons Manny, Moe and Jack for a wide range of media and promotions since 2008.

- Designed multiple paged weekly circulars and produced over 50 variations of that circular for different states and locations.
- Created Pep Boys illustrations for television commercials, newspaper advertisements, sporting events and in store promotions.
- Redesigned brand icons MM&J for upcoming 90 years celebration.
- Designed monthly circulars for Pep Express Parts (a division of Pep Boys).

HONORS AND AWARDS:

- 2011 Florida Society for Health Care Public Relations & Marketing - Best in Show Winner for External Communications - Yum Yum, Lets Make Some! Cookbook, Kohl's / All Children's Hospital
- 2009, National Parenting Center Seal of Approval - Flapdoodle, Imagination Games
- 2009, Creative Child Magazine Preferred Choice Award - Quelf, Imagination Games
- 2009, Creative Child Magazine Seal of Excellence Award - Flapdoodle, Imagination Games
- 2009, NAPPA Gold Award - Quelf, Imagination Games
- 2009, NAPPA Honors - Flapdoodle, Imagination Games

