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SENIOR DESIGNER | BLOOMBERG, LP | NEW YORK

February 2009 – present

Senior level designer/art director in extremely fast past, multidisiplinary marketing department. Responsibilities include corporate branding, product and sales collateral, high end premiums, internal communications collateral with an emphasis on sustainable design practices. Working closely with Bloomberg's FSC certified printing facility on each project to ensure the use of eco-friendly inks and papers and strive to eliminate as much waste as possible.

FREELANCE ART DIRECTOR/DESIGNER | NEW YORK

December 2007 – present

CBS: Responsible for fleshing out marketing materials for annual upfront meeting. Projects included affiliate agenda, menu, catalog, signage, stationery, web banners and posters.

ASSOULINE PUBLISHING: Work closely with editors and production staff to manage schedules. Create design and concepts for high-end, luxury books.

HARPERCOLLINS: Developed concept and design for 300 page hardcover cookbook for world renowned chef Emeril Lagasse.

OWNER/CREATIVE DIRECTOR | BLUE STITCH BOOKS | NEW YORK

December 2007 – present

Create designs for a line of handbound journals, notebooks and notecards. Responsible for all branding collateral including line sheets, website, and advertising. Heavily involved with organizing and planning a series of local handmade craft shows. In charge of all aspects of design these events, ensuring continuity and focus for the brand.

ART DIRECTOR | MARTHA STEWART LIVING OMNIMEDIA | NEW YORK

September 2007 – November 2007

Developed concepts for and art directed product photo shoots. Directed prop stylists, food stylists and photographers. Directed team of production designers in implementing established brand identity throughout various packaging mediums. Created and unified brand guidelines for three lines of products.

DESIGNER | RED HERRING DESIGN | NEW YORK

September 2000 – August 2007

BELAFONTE ENTERPRISES, INC: Nominated for a Grammy® in Best Packaging category. Responsible for the design and management of *The Long Road to Freedom: An Anthology of Black Music*, which includes a 150 page hardcover book that tells the history behind the music, five CDs and a DVD.

ZOCCOLINO: Conceptualized and implemented identity for the launch of a custom-made footwear line. Created synergy amongst brand marketing efforts and collateral including retail signage, posters, brochures, postcards, shopping bags and promotional items. Art directed grand opening of Los Angeles boutique

A&E: Developed concepts for television show identities and quarterly packages based on different programs that included premium items and conceptual packaging solutions

RELIX MAGAZINE: Designed bimonthly music periodical interested in expanding its already loyal readership. Art directed cover photo shoots, managed design and produced feature articles along with CD reviews section

AWARDS

44th Annual Grammy Awards® Nominee | *Communication Arts Design Annual*
Print Regional Design Annual | *Step by Step Design Annual*

EDUCATION

May 2000 | Bachelor of Fine Arts in Visual Communications | University of Delaware

SKILLS

Proficient in Adobe InDesign, Dreamweaver, Photoshop, Illustrator & Acrobat, QuarkXPress, Microsoft Office, bookbinding and sewing.