



## Experience

*Freelance, San Francisco, CA March 2005–Present*

Creative Consultant. Responsible for the art direction and/or design of brand development campaigns and corporate identity/collateral.

Clients include:

- > Gyro International (projects: Hyperion, Sun Microsystems)
- > Hart Creative Marketing (projects: Data Exchange Systems, Lithco)
- > Key Curriculum Press (projects: Key Curriculum Press)
- > Littler Mendelson (projects: Littler Mendelson)
- > Mervyns (projects: Mervyns, SM New York, Susie Coelho Style)
- > Modern Media (project: Charles Schwab)
- > RBG Marketing (projects: Aesthera, Kelly Moore, Thermage)
- > Swirl (projects: Intuit, Old Bridge Cellars)

*Partners + Levit, New York, NY 2001–March 2005*

Art Director, advertising agency. Worked with Creative Director to conceive positioning strategies. Developed successful advertising and branding campaigns from concept and design to delivery. Scope of work also included art direction of photoshoots, client contact, budgeting, scheduling and printer interface. Clients included:

- > Dauphin Equity Finance
- > GE
- > Wellcore

*Sundberg + Associates, New York, NY 1998–2001*

Designer, design communications firm. Designed and produced corporate identity/collateral, promotional materials and magazine advertorials. Managed budgets and schedules for projects. Hired and directed outside vendors and freelance artists. Responsible for film proofing and on-site press checks. Clients included:

- > Absolut
- > *BusinessWeek*
- > Phipps Houses

*Guilford Publications, New York, NY 1995–1998*

Designer, publishing company. Created sales and marketing materials including catalogs, direct mail pieces and space ads. Designed book and journal covers. Worked closely with marketing managers, editors and printers. Scope of work also included processing invoices; researching, upgrading and maintaining computer systems; hiring and training junior designers, interns and freelancers.

## Skills

- > Over 10 years of concept and design experience
- > Strategic, fresh thinking
- > Simple, impactful design
- > Excellent communication and organizational skills
- > Team player
- > Expertise in Illustrator, InDesign, Photoshop, Quark

## Education

*School of Visual Arts, New York, NY 2003*

Continuing Education in Advertising

*Fashion Institute of Technology, New York, NY 2001*

Continuing Education in Web Design and Construction

*Montclair State University, Upper Montclair, NJ 1992*

Bachelor of Arts Degree in Fine Arts

Concentration: Graphic Design