

## SUMMARY

Creative Director and Digital Product Designer specializing in elevated brand systems, succinct data visualizations, intuitive e-commerce flows and instinctual web applications. My teams, peers, and clients credit me as a “roll my sleeves up” designer, creative problem-solver, and thoughtful mentor. I value the opinions of the team, the importance of budgeting and deadlines, and top quality product deliverables for clients and users. I am currently consulting full-time.

## EXPERIENCE

2019-2022

New York, NY

### NOWwith

Creative Director

- Designed the UI/UX for a custom "Player Layer" that converted normal videos into a shoppable experience using an overlay. This allowed Social Creators to seamlessly curate both affiliate and dropship products into their videos.
- Built an onboard system that accommodated our varied user base. Creators, brands, retailers, and consumers all had their own path with specific inputs required to efficiently gain access and establish themselves on our platform and admin.
- Created (UI/UX) a custom responsive eCommerce flow from end-to-end that adapted to both affiliate and dropship products. The checkout included credit/debit, Paypal, and Apple Pay options.
- Designed (UI/UX) a web platform that made any video, including social posts, shoppable. This platform enabled creators to launch "marketplaces" for their shoppable curated videos, where they could aggregate their followers across all their social.
- Designed (UI/UX) a Curation Tool for Creators. This empowered our creators to upload their videos and then tag their videos with curated products. They could set screen-time duration and also upsell with a post-launch "You Might Also Like" carousel.
- Developed and animated multiple video demos and sizzle reels that showcased our pre-development product with my team. These demos were used internally to set the stage for future rollouts and within pitch decks for investment opportunities.
- Designed many presentation decks, most of which were for investment and partnership initiatives. The decks were built out in Keynote, Powerpoint, Google Slides, and PDF. These decks helped lock several rounds of funding.
- Built a front-end team from the ground up. These members included art directors, senior UX designers, junior/mid/senior graphic designers, senior editors, mid/senior motion GRX designers, social media managers, copywriters, and React developers.
- Created and managed partnerships with outside agencies to assist our rapid growth needs. These agencies were varied and helped at various times with marketing, social, presentation videos, talent management, platform design.

2015-2018

New York, NY

### The Princeton Review

Creative Director

- Lead marketing team on multiple concurrent projects
- Lead brainstorming and concept development on pitches and projects
- Built presentation decks and presented creative concepts
- Created comps in Photoshop, Sketch, and Illustrator
- Created UI prototypes in InVision and Flinto
- Created UI animations in Webflow
- Participated in User testing studies using UserZoom
- Collaborated daily with sales, development, quality assurance, project management, and client teams
- Worked directly with development team to fine-tune final designs
- Mentored designers and copywriters, helping to set career goals

#### Major Projects

- Redesigned consumer-facing website, with multiple staged e-commerce packages targeting specific markets
- Restructured fragmented brand system and implemented internal checkpoints within the library for consistency
- Designed UI for back-end web application that managed student profiles, study-trackers, tutor profiles, tutor acquisition management and online classroom tools

## EXPERIENCE (Cont.)

2013-2015

New York, NY

### Tutor.com

Creative Director

- Lead marketing team on multiple concurrent projects
- Lead brainstorms and concept development on pitches and projects
- Built presentation decks and presented creative concepts
- Created comps in Photoshop and Illustrator
- Created UI prototypes in InVision and Flinto
- Collaborated daily with sales, development, quality assurance, project management, and client teams
- Worked directly with development team to fine-tune final designs
- Mentored designers, helping to set career goals

#### Major Projects

- Structured web application to manage partnerships with schools, libraries, higher education, US Military, and corporate clients
- Redesigned online tutoring classroom and integrated live video feed feature
- Designed a streamlined interface to manage tutor roster and acquisition

2009-2013

New York, NY

### Thumb App

Co-Founder, Senior Art Director

- Lead design team on multiple concurrent projects
- Lead brainstorms and concept development on pitches and projects
- Built presentation decks and presented creative concepts
- Created comps in Photoshop and Illustrator
- Participated in user testing studies
- Collaborated daily with UX, Dev, QA, PM, and Management teams
- Worked directly with development team to fine-tune final designs
- Recognized by **CNN**, **TechCrunch** and **Venture Beat**

#### Major Projects

- Designed native utility/social mobile app for iPhone, Android, and web application platforms
- Created a brand system and consumer-facing website
- Assisted in direction of a broadcast-ready marketing video

2001-2009

Red Bank, NJ

### Kurani Interactive Agency

Art Director

- Lead design Team on multiple concurrent projects
- Lead brainstorms and concept development on pitches and projects
- Built presentation decks and presented creative concepts
- Created comps in Photoshop, Illustrator, and Flash
- Collaborated daily with UX, Dev, QA, PM, and Management teams
- Worked directly with development team to fine-tune final designs

#### Major Projects

- Designed high-profile and high-volume B2B and B2C websites. (e.g. **Nike**, **Universal Nutrition**, **Lingo**, **Mannington**, **Fagor**, **Magnets.com**)
- Refined brand system
- Helped format a discover/design/develop/deploy eco-system within the agency

1999-2001

Woodbridge, NJ

### The Creative Group, Division of Robert Half

Senior Graphic Designer

- Built presentation decks and presented creative concepts
- Created comps in Photoshop, Illustrator, and Flash
- Worked directly with development team to fine-tune final designs

#### Major Projects

- Contract for hire for various companies and projects including website for **Accenture** and design collateral for **Sawtooth Group**, **CommVault**, and **Firminich**