

I'm a multifaceted Senior Art Director who can translate brand strategies into visual identities, campaigns, websites, packaging, and more. Specializing in branding and visual identity, I am just as comfortable working independently, collaborating with team members, or directing designers, writers, and vendors.

## SKILLS

Art Direction  
B2B & B2C  
Branding & Visual Identity  
Campaign Development  
Concept Development  
Graphic Design  
Packaging Design  
Product Photography  
Reports & Presentations  
Signage Design  
Typography & Layout  
Video Editing  
Website Design

## PROGRAMS

Adobe After Effects  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
ChatGPT  
Figma  
Microsoft PowerPoint  
Microsoft Word  
Midjourney  
Procreate  
Relume Library  
Sketch  
Webflow

## EDUCATION

**Western Michigan University**  
BFA, Graphic Design  
2011–2015

## WORK EXPERIENCE

### Senior Art Director | 2021 – 2024

ICR - Remote

- Helped lead our creative team, often facilitating communication between creative directors and art directors.
- Modernized our agency's web design process to publish higher quality, more profitable websites on faster timelines.
- Channeled Burger King's brand into the art and copy for a viral PR campaign with over 340 Million earned impressions.
- Additional clients included, among others, 7Brew, Agilent, Andretti Acquisition Corp, Atlas Clear, Chico's FAS, Draft Kings, Lanzatech, Live Nation, Planet Fitness, and Rev Renewables.

### Senior Designer | 2017 – 2021

Dark Roast Media - New York, NY

- Led strategy, visual identity, copy direction, and execution of the 360 lease-up campaign for LeFrak's luxury property, The Beach, located on the Hudson River in Jersey City.
- Led design on, and directed junior designers in the creation of, brand strategies, visual identities, collateral, signage, packaging, and more.
- Clients included LeFrak, Jason Cameron, Jed's Jerky, Schlage, Sea to Table, StuyTown, and more.

### Junior Art Director | 2016 – 2017

Big Arrow Group - New York, NY

- Led branding and advertising projects for healthcare clients as often as a point of contact, ensuring client satisfaction.
- Clients included Amicus Therapeutics, Hansa Pharmaceuticals, Sigma-Tau Pharmaceuticals, and others.

### Intern | 2015

Landor - New York, NY

- Work included concepting visual identities, campaigns, assisting strategy, designing pitch decks, building photo libraries, strategic prototypes, and poster design.
- Clients include Barclays Center, Coca-Cola, Fannie Mae, Janssen Pharmaceutical, JP Morgan, and more.