

**PROFILE**

A proficient art director with 16 years experience offering a unique and thorough understanding of concept, aesthetics, and consistency through print, web and motion

**SKILLS**

**ART DIRECTION:** A knowledge of print that borders obsession; a wealth of entertainment packaging; an insistence on using logic and simplicity when designing a website's interface; a sharp eye for color, balance, and detail; strong typography; comfortable employing organic or corporate solutions

**TV BROADCAST/FILM:** Hands-on experience in all stages of commercial, shorts and music video production: concepting, storyboarding, directing and editing

**WORK****Variety** [ 04.08—04.09 ]

ART DIRECTOR, web/print

- Was responsible for creating compelling and cohesive designs for *Variety's* Marketing Department: advertising campaigns, event invitations and signage, sales pitches, special advertorial sections, logo design, branding, brochures and media kits
- Managed a team of designers to work within the deadlines and budgetary constraints of a daily publication
- Was responsible for creating headers, banners, eNewsletters, and HTML blasts for the Variety.com website
- Was responsible for creating logos, ads, banners, brochures, and event signage for sister publications *Tradeshaw Week, Video Business, LA411, NY411, Variety411.com* and *Marketcast*

**Freelance** [ 03.96—PRESENT ]

DIRECTOR, film/video/commercials

- Wrote and directed a series of 30 sec. T.V. commercials for VANS shoes [aired on NBC, FUELtv and USA networks] plus a short film featured on the accompanying micro-site
- Wrote and directed T.V. and web commercials for FUELtv and Signal Snowboards
- Wrote and directed several music videos
- Wrote and directed award-winning 16mm short "North Rt. 1" [1996 ROSEBUD / D.C. winner; New York UFF and Chicago UFF screenings]

**Freelance** [ 05.93—PRESENT ]

ART DIRECTOR and DESIGNER, web/print

- Creating packaging, websites, logos, identities, illustrations, posters, advertisements, and banners for clients including The Gap, The Apprentice [NBC], Virgin Records, Grand Royal Records, Dischord Records, Jade Tree, Touch & Go Records, Future Snowboarding/FSM, Velopress and others
- Handling entire projects from initial concepts, client revisions and vendor relations through completion

**Creative Circle** [ 01.05—03.08 ]**Aquent Partners** [ 01.96—03.08 ]

ART DIRECTOR, DESIGNER, and PRODUCTION ARTIST, web/print

- Provided art direction, design and production skills through national temp agencies. Clients included *Variety*, Frank Creative [Timberland Outdoor, GoLite], United Online, Scholastic Marketing Partners [Coca-Cola, MLB, Volkswagen], Clinique, Jack Morton Worldwide, Martha Stewart and others.

**Surf/Snow/Skate/GIRL Magazine** ASG/PRIMEDIA [ 11.04—10.05 ]

ART DIRECTOR, print

- Was responsible for the full redesign of a national action-sports magazine [120 pp., eight issues per year]
- Was responsible for coordinating and executing the aesthetics and mechanics of each issue
- Managed relationships with staff, vendors and production to keep the publication on schedule

**SOFTWARE**

Expert in the Adobe Creative Suite, Quark Xpress, and Final Cut  
Extensive knowledge of Flash, Javascript and HTML

**EDUCATION**

University of Maryland, College Park, MD  
Bachelor of Arts in Advertising Design, 1993

**RELATED SKILLS**

Illustration, photography, painting, music composition and production