

PROFILE

A fully-integrated art director with 16 years experience offering a unique and thorough understanding of concept, aesthetics, and consistency through print, web, and broadcast

SKILLS

ART DIRECTION: A multi-media approach to lifestyle branding; a wealth of entertainment packaging; an insistence on using logic and simplicity when designing a website's interface; a knowledge of print that borders obsession; 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, production, direction, editing, and post

WORK**Elaborate Shed Productions** [03.96—PRESENT]

DIRECTOR, PRESIDENT/CEO, film/video/commercials

- Directed "Jonas Reaction", an interactive documentary web series based on the candid lives of the Jonas Brothers
- Directed the show opener of "On The Spot", Johnny Wright's online talent search reality show
- Produced and directed a \$260k video shoot for Gaylord Hotels, a national resort chain
- 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 Falcon Motorcycles, FUELtv, Carell Corp., and Signal Snowboards
- Wrote and directed several music videos and short films including the award-winning 16mm film "North Rt. 1"
[1996 ROSEBUD / D.C. winner; New York UFF and Chicago UFF screenings]

Variety Marketing Department [01.08—04.09]

ART DIRECTOR, web/print

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

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

ART DIRECTOR, print

- Responsible for the full redesign of a national action-sports magazine [120 pp., eight issues per year]
- 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

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], Yeardley Smith [*The Simpsons*], Virgin Records, Grand Royal Records, Dischord Records, Jade Tree, Touch & Go Records, Future Snowboarding/FSM, Velopress and many 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

SOFTWARE

Expert in the Adobe Creative Suite, Quark Xpress, and Final Cut

Strong knowledge of Flash, Javascript and HTML

Extensive experience with Pro Tools, sound production, and music composition

EDUCATION

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