

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN
BFA Illustration 2000

SKILLS

- Responsible, proactive, reliable and perceptive designer
- Ability to communicate effectively with freelancers, external design agencies and vendors domestically and abroad
- Qualified supervisor, director and mentor to junior team members
- Ability to remain focused while juggling long term projects and daily challenges
- Experience working under time constraints and pressure
- Technically savvy
- Eye for trends in the juvenile marketplace and beyond
- K – 12 art education experience in a classroom setting
- Comfortable using digital photo and video equipment
- Skilled at silkscreen and letterpress printing

FREELANCE CLIENTS

HBO – NEW YORK CITY FEBRUARY 2009 - CURRENTLY
Support **Licensing and Product Development** team by designing style guides, apparel graphics, inspiration boards, and marketing collateral. Curated and retouched thousands of images of HBO original series, films, and sports events for the **HBO.com redesign** which launched in January 2010. Prepared daily visual content for **web, mobile, and social media platforms** showcasing the programming and strengthening HBO's brand presence.

HASBRO, INC. – PAWTUCKET, RI MAY 2005 - CURRENTLY
Designed badges, patterns, icons and illustrated backgrounds for *Tonka, My Little Pony, Play-Doh, Transformers* and *WotWots* **licensing style guides**. Illustrated animals, icons and patterns for *Baby Alive* **apparel**. Created *Play-Doh* 50th Anniversary commemorative **logo**.

DISNEY PUBLISHING – WHITE PLAINS, NEW YORK MARCH 2006 - CURRENTLY
Designed several printed **books and publications** for a variety of ages featuring Disney's biggest stars. Developed a branded look for all Playhouse Disney *Handy Manny* titles and created a **style guide** for distribution to publishing licensees.

BABY GAP – NEW YORK CITY JULY - NOVEMBER 2008
Conceptualized and illustrated badges in established brand style for Summer and Fall 2009 **infant body suit collections**.

THE MADHATTER & CEDAR – WASHINGTON D.C. JANUARY 2009 - APRIL 2010
Designed and managed production and installation of environmental graphics, large scale sculptures, and decorative wall art for two **restaurants interiors** with very distinct looks.

SHELLY ADVENTURES – NEW YORK CITY FALL 2005, JANUARY - JULY 2008
Art directed a team of creative professionals at this boutique design studio on a **style guide** project for **Scholastic's** *WordGirl* which included original character art, a packaging program, badges, patterns, and product concepts. Designed **trade show booths** for Scholastic and style guide supplements for the Scholastic properties *Clifford the Big Red Dog* and *Maya and Miguel*.

TODD THOMAS – NEW YORK CITY AUGUST 2008
Designed and managed printing of **42-page book** showcasing Todd's Spring 2009 collection.

HIT ENTERTAINMENT – NEW YORK CITY MARCH 2008 - AUGUST 2008
Designed apparel graphics, product concepts, logo, hang tags and 26-page **style guide** for *Barney* retro collection. Created **apparel graphics and presentation boards** for *Shaun the Sheep* teen collections.

VICTORIA'S SECRET – NEW YORK CITY FALL 2004, 2005, 2006, 2007, 2008
Designed **custom repeat patterns and spot graphics** for garments and props featured in the annual televised fashion shows.

EMPLOYMENT HISTORY

CLASSIC MEDIA – NYC MARCH 2006 - NOVEMBER 2007
Senior designer for this international children's entertainment company. Responsible for all creative deliverables for key brands such as *Lassie, Gumby, and George of the Jungle*. Responsibilities included directing outside agencies in the development of style guides and websites as well as hands-on design of DVD packaging, advertisements, promotions, press-kits and event graphics. Worked with marketing team on trade show booth design and ads.

MECCA STUDIOS – NEW YORK CITY AUGUST 2000 - FEBRUARY 2005
Principal designer/illustrator for the Baby Einstein franchise. Responsible for character design, hands-on development of print and web-based style guides, and designing and illustrating over fifty *Baby Einstein* books. Other projects included promotional materials for **Radio City Music Hall**, logos for **Sirius Satellite Radio** and collateral for various marketing campaigns.

HASBRO INC. – PAWTUCKET, RI JANUARY 2000 - AUGUST 2000
Full-time apprentice for the Corporate Creative Group. Projects included corporate collateral re-design, ad layouts, character illustration and package design.

REFERENCES

Jane Mella
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