

## 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 printing

## FREELANCE CLIENTS

**HBO – NEW YORK CITY** FEBRUARY 2009 - CURRENTLY  
Curated and retouched thousands of images of HBO original series, films, and sports events for the **HBO.com redesign** which launched in January 2010. Prepares daily visual content to engage visitors and supplement HBO's wide range of broadcast programming.

**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**.

**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*. Designed **tradeshow 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, hangtags and 26-page **style guide** for *Barney* retro collection. Created **apparel graphics and presentation boards** for *Shaun the Sheep* teen collections.

**BEJUBA! ENTERTAINMENT – BURBANK, CA AND MONTREAL, QC** SPRING 2008, FALL 2008  
Designed **trade ads, one-sheets and brochures** for promotion at Kidscreen and MIPTV.

**DISNEY PUBLISHING – WHITE PLAINS, NEW YORK** MARCH 2006 - PRESENT  
Developed **book jacket design** for Playhouse Disney *Handy Manny* titles and created a "**Tool Kit**" (**mini-style guide**) for distribution to publishing licensees.

**GRAND CENTRAL MARKETING – NEW YORK CITY** FEBRUARY 2008  
Designed a fresh **corporate identity** for this event marketing and promotions agency.

**STERLING PUBLISHING – NEW YORK CITY** SUMMER 2007  
Designed **packaging, book jacket and interior** of *Rainbow Crafts Book and Kit*.

**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.

**HASBRO, INC. – PAWTUCKET, RI** MAY 2005 - MAY 2009  
**Illustrated animals, icons and patterns** for *Baby Alive* apparel. Designed badges, patterns and illustrated backgrounds for the *Tonka* 2007 style guide, *My Little Pony* 2006 style guide and *WotWots* 2009 style guide. Created *Play-Doh* 50th Anniversary commemorative **logo**.

## 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 tradeshow 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.

**THE JIM HENSON COMPANY – NEW YORK CITY** SUMMER 1999  
**Summer intern for Design Services Department**. Assisted designers and illustrators, managed licensed product-approval process and created artwork for a Muppet chess board.