

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN
BFA Illustration

SKILLS

- Responsible, proactive, reliable and perceptive designer
- Ability to communicate effectively with team members, external design agencies and vendors domestically and abroad
- Ability to remain focused while juggling long term projects and daily challenges under time constraints and pressure
- Qualified supervisor and mentor to junior team members
- Expert level knowledge of latest Adobe CC InDesign, Illustrator and Photoshop programs
- Working level knowledge of latest Adobe CC Dreamweaver and After Effects programs
- Skilled at Microsoft Powerpoint and Excel
- Comfortable using digital photo and video equipment and art directing photo shoots
- Discerning eye for design trends
- Ability to see the big picture and be a creative problem solver

EXPERIENCE

HBO LICENSING AND RETAIL – NEW YORK CITY

August 2011 - CURRENTLY

Lead designer responsible for **licensing style guide development, packaging design, product graphics, promotional key art, retail displays and signage, print and digital advertisements, pitch decks, press kits and marketing collateral**. Provide efficient and impactful in-house design services to all groups within the Licensing and Retail team. Work directly with outside vendors on the development of on-brand licensed products, point-of-sale displays and shop windows. Coordinate with other HBO teams to obtain creative assets for our partners and to execute social media based retail promotions.

INDEPENDENT CONTRACTOR

December 2007 - September 2014

Delivered successful design solutions to a variety of clients including the companies listed below.

- **HASBRO, INC.** – PAWTUCKET, RI
Style guide development for strategic **licensing programs** of brands that include *Mr. Potato Head, Tonka, My Little Pony, Play-Doh, Baby Alive and Transformers*. Style guide development includes revitalizing existing brands by creating a fresh new look for graphic badges, patterns, icons, and character illustrations. It also requires organizing these new assets in a user-friendly way to enable licensees to apply the artwork to their products.
- **DREAMWORKS ANIMATION** – GLENDALE, CA
Designed branded **apparel and accessories** for licensed entertainment properties and created elegant **marketing decks**.
- **DISNEY PUBLISHING** – NEW YORK CITY
Designed **book covers, branded title treatments, and interiors** for a variety of Disney brands including *Baby Einstein, Handy Manny, Disney Baby, and Playhouse Disney*. Worked with Disney's editors to design novelty products such as puzzle books, bath books, lift-the-flap books and touch-and-feel books.
- **HBO.com** – NEW YORK CITY
Created visual content for the 2010 redesign of **HBO.com**. Once the new site was live, managed daily visual content updates for **web, mobile, and social media platforms** showcasing the programming and strengthening HBO's brand presence.
- **KIDZ BOP** – NEW YORK CITY
Implemented **promotional digital campaigns** by designing **web pages, banners, social media graphics** and **mobile application icons** for this popular children's music label.
- **BABY GAP** – NEW YORK CITY
Conceptualized and illustrated apparel graphics in established brand style for Summer and Fall 2009 **infant body suit collections**.
- **SCHOLASTIC** – NEW YORK CITY
Art directed a team of creative professionals on a licensing **style guide** for *WordGirl* which included original character art, a packaging program, badges, patterns, and product concepts. Designed **trade show booths** for licensing show and developed style guide supplements for the Scholastic properties *Clifford the Big Red Dog* and *Maya and Miguel*.
- **HIT ENTERTAINMENT** – NEW YORK CITY
Designed apparel graphics, product concepts, and packaging for *Barney* retro collection. Created **apparel graphics and presentation boards** for children's entertainment brands.

CLASSIC MEDIA – NEW YORK CITY

March 2006 - November 2007

Senior designer for this international children's entertainment company which is now known as DreamWorks Classics. 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, development of print and web-based branding style guides, and designing and illustrating over fifty *Baby Einstein* books. Other projects included promotional materials for **Radio City Music Hall**, branding for **Sirius Satellite Radio** and various marketing materials.