

SUMMARY

I am a seasoned, versatile and empathetic designer who is client-driven and works hard to identify the needs and goals of a project. As an accomplished designer in both print and digital media I am excellent at juggling fast paced projects and communicating effectively with internal staff and external partners.

SKILLS

- Ability to see the big picture, be a strategic thinker and creative problem solver
- Expert level knowledge of latest Adobe Creative Cloud programs
- Ability to deliver production ready mechanicals for both digital and printed media
- Skilled at Microsoft Powerpoint and Excel
- Practitioner of Agile project management principles
- Qualified supervisor and mentor to junior team members
- Trained in modern digital marketing strategies
- Discerning eye for design trends
- Comfortable using digital photo and video equipment and art directing photo shoots

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN
BFA Illustration

GENERAL ASSEMBLY
Digital Marketing Certificate

EXPERIENCE

WARNER MEDIA, HBO – NEW YORK CITY

August 2011 - March 2020

Lead designer responsible for **licensing style guide development, packaging and brand design, merchandise design, promotional key art, retail displays and signage, print and digital advertisements, e-commerce websites, pitch decks, press kits and marketing collateral**. Provided efficient and impactful in-house design services to all groups within the Licensing and Retail team. Ensured that HBO programs such as *Game of Thrones* maintained brand integrity and a high-quality visual representation across multiple retail opportunities. Directed outside vendors on the development of on-brand licensed products, point-of-sale displays, environmental installations and shop windows. Coordinated with other HBO teams to obtain creative assets for our partners and to execute retail marketing campaigns.

INDEPENDENT CONTRACTOR

December 2007 - Currently

- **CAMP – NEW YORK, NY**
Designed branded **packaging** and marketing deck for a new line of toys and accessories at this up and coming national toy retailer and family experience store.
- **LEGO AGENCY AMERICAS – ENFIELD, CT**
Graphic Designer for The LEGO Group's internal agency. Supported stakeholders in the design and production of the globally distributed **LEGO Life** Magazine and digital app. Role required **content ideation, coordination with 3D illustrators and copywriters, page layout, and pre-press proofing**.
- **HASBRO, INC. – PAWTUCKET, RI**
Style guide development for strategic **licensing programs** of brands that include *Mr. Potato Head, Tonka, My Little Pony, Play-Doh, Peppa Pig and Transformers*. **Style guide development** includes designing brand centric yet trend-forward graphic badges, patterns, icons, and illustrations. It also requires organizing these new assets in a user-friendly way to enable licensees to apply the artwork to their products.
- **Omnium: A Bold New Circus – NEW YORK CITY**
Strategized design of and led a team in executing cross-channel digital marketing initiatives including **organic and paid social, email and display ads**. Successfully met all key performance indicator goals for the 2020 - 2021 premiere virtual run.
- **NETFLIX – LOS ANGELES, CA**
Illustrated vector elements related to key programs and used those elements to create decorative **repeating patterns** for use on licensed consumer products.
- **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*. Brought editor's product concepts to fruition such as puzzle books, bath books, lift-the-flap books and touch-and-feel books.
- **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** and style guide supplements for the Scholastic properties *Clifford the Big Red Dog* and *Maya and Miguel*.

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, Gummy, 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 packaging, branding, ads, decks, press-kits, POS displays and event graphics.

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*, logos for *Sirius Satellite Radio* and various marketing materials.