

Education:

The School of Visual Arts
New York, NY
2006 BFA graduating with honors
Focus in graphic design
Awarded top 10% of class, deans list
recipient of the Rhode's Family award
for outstanding achievement.

Continuing Education 2006-2018
Continued education in the fields of the art, design,
business, programming, data science and hatha yoga

School of Visual Concepts
Seven Centers Yoga Arts 200 hour RYT - 2017

Skills:

Art and Marketing Skills:
Creative Team Leadership
Print/web/interactive design
Animation and Film editing
Cross-Channel marketing campaigns
Messaging and brand consistency
Copywriting and storyboarding
Brand Creation and reinvention
Packaging and POS design
Data visualization
Excellent communication, project management
and organizational skills

Technology:
Mastery of: Adobe Photoshop, Illustrator, InDesign, Premiere Pro
Proficient in: After Effects, Flash, Audition, Microsoft Office Suite,
Experience with: Agile workflow, Various CMS, CRM platforms,
analytic dashboards. Basic understanding of: HTML, CSS

Employment:

Blastworks, inc. a division of Gaming Realms | Multimedia Marketing Designer 2015-2017

Responsible for designing the launch of cross channel marketing campaigns across a diverse portfolio of social games reaching over 2.5 million users. Worked with marketing teams to test and improve campaign designs, create engaging and competitive video ads and enhance brand image through social presence. Worked primarily in rebranding, social media, mobile and email marketing. Excellent knowledge of product development process and market research. Created a practice of critical thinking and creative problem solving. Demonstrated flexibility and quick learning on the job in a multitasking and deadline oriented environment.
Some games include: Lucky Streak Slots, Slingo Adventure, Slingo Shuffle, Slingo Blast and Hidden Artifacts.

GameHouse, a division of RealNetworks | Social Games Marketing Artist 2013-2015

Responsible for creating compelling social marketing designs and campaigns for user acquisition and retention. Participated in comprehensive testing & reporting. Reviewed and monitored user metric data. Worked with game developers, creative studio and marketing teams to define and maintain brand consistency and ensure goals and incentives are aligned across all teams. filled in gaps as needed with game art, sales art and copywriting. Focus on quality Facebook advertising, cross sell and in-game interstitials within tight deadlines in a face paced environment.
Some games include: GameHouse Casino, GameHouse Slots, Collapse! Blast, Delicious! and TextTwist.

Monswoon inc | Partner 2008-2012

Partner in a design collective specializing in branding, print and web design. Clients were primarily professional individuals and small businesses in creative industries and boutique retail. Broad range of involvement including art direction, project management, design and administrative duties. Managed client accounts working within budget and scheduling requirements. Delivered creative, passionate and innovative work within intense start up environment.

Barneys New York | Graphic Designer + Marketing Coordinator 2007 - 2008

Responsibilities included maintaining web design, advertising and creating e-mail campaigns. Worked with Creative Director, Simon Doonan to establish online social presence. Assisted art department with promotional print design and supported store design teams with window dressing and product installation.

OrangeYouGlad | Graphic Designer 2006 - 2007

OYG is a Brooklyn design studio specializing in unique, custom web design and development, including non-profit sites, print and logo design. Responsibilities included involvement from initial client meetings to design, to final production on branding, editorial layout, website development and interactive media. Worked with brands such as: Appleseeds NYC, Sesame Workshop, Dorling Kindersley Publishing, Kidzbp + More.

Playboy Enterprises | Intern and Freelance Designer 2005-2007

Worked with creative directors in product licensing department to create graphics and patterns for fashion and accessory lines. Responsible for layout of style guides, catalogues, online advertisements and environmental design. Gained strong understanding of market research, product development and brand standards.

Influences & Interests:

Campfires, Kitchen Science Experiments, Chinese Apothecary Packaging, Vintage Children's Book Illustration, Backpacking Adventures, Kyoto, El Día de los Muertos, Waterfalls, Everything Orange, Earl Grey Tea, Ginger + Sesame, Maker Culture, Riding Bikes, Foraging and Exploring, Yoga, Hand Drawn Typography, Sumi Ink, Hanoi, Paddle Boarding, Petroglyphs, Visual Music, Vegan Ice Cream, The Big Island, Hmong Textiles, Meditation

references are available upon request

thank you!