

**Strategy. Creative Direction. Design.** A multidisciplinary creative – an experienced brand storyteller who delivers innovative solutions that enhance a brand’s emotional connection with its audience. A collaborative partner with agency and in-house experience who synthesizes information to unite corporate strategy with creative vision. Crafts compelling and beautifully designed customer experiences across digital & print.

## EXPERTISE

Creative Direction + Strategy | Branding + Visual Identity | Concept Development + Ideation | Digital + Print Design  
Environmental Design + Visual Merchandising | Copywriting | Illustration | UI/UX Design | Multichannel Marketing

## SELECTED ACCOMPLISHMENTS

- ▶ Elevated brand vision for Veterinary Emergency Group, ranked among the *Inc. 5000 2022 Fastest Growing Private Companies in America*. Redesigned the visual brand story across print marketing and social content, highlighting VEG's vibrant culture to visually differentiate from competitors, positioning the brand for further growth in a highly competitive market space.
- ▶ Drove strategy and design for Frederick Goldman's Triton jewelry brand. Built brand equity and maintained market share by creating a strategically positioned visual and written brand story for ad campaigns, social and product launches — including the launch of Triton Custom which resulted in *door growth of 70% CAGR over 3 years*.

## WORK EXPERIENCE

### Freelance Creative Direction & Design | *Select Clients* | 2022 - 2023 (Current)

- ▶ Delivering creative direction and design services: creative strategy, brand identity, campaign, logo design, illustration, marketing communication collateral, packaging and social media content.

### Associate Creative Director | *Studio C; Hackensack, NJ* | 2016 - 2022

- ▶ **Led creative strategy & design, translating client business goals into effective, on-brand creative solutions**
  - Led design, positioning and rollout of ArtCarved Bridal brand evolution for Frederick Goldman. Coordinated campaign photoshoots, redesigned ad campaigns, marketing collateral, brand guidelines, social content and e-commerce site; *elevated branding boosted audience engagement, increasing traffic to websites and store locator pages by 30%*.
  - Directed design and concept development for Mercy College's "Open House" & "Accepted Students Day" enrollment events; created tandem campaigns where the overarching theme was inspired by Indiana Jones-like expedition in digital & print advertising, social media and event collateral; *increased awareness and engagement with prospective students*.
- ▶ **Introduced strategic branding framework to agency as a core service offering**
  - Resulted in winning business, *growing the agency client base by 50%*.
  - Structured the agency's branding process, making the creative development workflow more defined for designers and copywriters, *increasing efficiency and service profitability for the agency*.
- ▶ **Grew client relationships and improved business profitability**
  - Leveraged entrepreneurial brand design expertise to sell creative ideas in client presentations.
  - Reviewed client projects and scope of work, estimating costs and budgeting to *maintain agency profit margin*.
- ▶ **Managed, trained & mentored creative team through hands-on leadership**
  - Oversaw project management of client work, delegating work to team of designers and copywriters (internal & freelance), ensuring quality of creative and delivering on client expectations/timing.
  - Mentored junior staff to improve their creative output and build soft skills (time management, communication, etc.).
  - Introduced a creative inspiration resources index to help team continue to grow creative skills and business acumen.

**Associate Creative Manager, Brand** | Toys“R”Us Inc.; Wayne, NJ | 2012 – 2013

- ▶ **Established design direction for Toys“R”Us and Babies“R”Us seasonal retail campaigns and marketing programs**
  - Developed innovative creative concepts and designs that aligned with business objectives and drove sales.
  - Managed workflow and staff (internal and freelance), providing direction to ensure work met the needs outlined in the creative brief.
- ▶ **Led art direction and design for Babies“R”Us Registry rebranding campaign “Happy Babies’R’Us”**
  - Elevated the brand perception, redesigning the visual language to promote joy and confidence to new parents.
  - Implemented branding execution across several internal creative teams: catalog, dotcom, copywriting and visual merchandising.

**Senior Designer, Brand + Visual** | Toys“R”Us Inc.; Wayne, NJ | 2007 – 2012

- ▶ Created innovative design solutions that supported sales for Toys“R”Us, Babies“R”Us and FAO Schwarz across all customer touchpoints: visual merchandising, environmental design, branding, product packaging, gift cards and online.
- ▶ Designed Toys“R”Us/Babies“R”Us integrated store format graphics package for new stores: signage, wayfinding system and style guide.
- ▶ Promoted to Associate Creative Manager as a result of elevated creative work, improved management of freelance staff and strong partnerships forged with the visual merchandising and adjacent creative teams.

**Graphic Designer** | Benjamin Moore & Co., Montvale, NJ | 2004 – 2007

- ▶ Art directed and designed innovative creative for print, packaging, photography and web collateral in US and Canadian markets.
- ▶ Managed projects from conception to completion, facilitated collaboration with marketing, product and leadership teams.
- ▶ Led art direction and design of display signage for launch of brand showroom at the San Francisco Interior Design Center; created a strong, sophisticated brand presence that resonated with interior designers, a core market segment for the company.

**FREELANCE SELECT CLIENTS**

**Retail:** Saks OFF 5TH, Macy's Inc., First Aid Beauty (at Adler Design studio), NUK Baby Products (at Revolution Digital).

**Healthcare & Non-Profit:** Belay, Medline, NorthShore University HealthSystem, Memorial Sloan Kettering (at Adler Design), Advil, Children's Advil (at Revolution Digital agency). Veterinary Emergency Group, March of Dimes, Oceana.

**SKILLS**

Adobe Creative Suite (XD, InDesign, Photoshop, Illustrator, After Effects, Premiere, Acrobat, Bridge), Google Workplace, Figma, Keynote, InVision. Microsoft Office (Outlook, Teams, PowerPoint, Word, Excel). Working knowledge of HTML/CSS, responsive web design.

**EDUCATION**

**Master of Fine Arts (MFA), Design** | Designer as Author & Entrepreneur Graduate Program | The School of Visual Arts

**Type as Language: Typography Residency Program** | The School of Visual Arts

**Bachelor of Fine Arts (BFA) in Graphic Design + Marketing Minor** | The College of New Jersey

**AWARDS + CREATIVE KUDOS**

**2021 Graphis Design Annual** | Honorable Mention: *ArtCarved Brand Evolution*

**2018 Graphis Design Annual** | Silver Award: *Studio C Holiday Promotion*

**2017 Graphis Letterhead 8** | Gold Award: *6W Group Brand Identity*

**2015 Eva Doman Bruck Award** | Recipient: *MFA Design, The School of Visual Arts*

**2014 Adobe Design Achievement Awards** | Semi-Finalist: *Print Communications*

**2010 Racie Awards** | Bronze Award: *Integrated Media Campaign Large; Toys“R”Us, Trick“R”Treat*