

PROFESSIONAL EXPERIENCE

West Elm | 12/2022 - present

Sales and design consultant.

In store engagement with customers selling all furniture and decor products. One on one consultation with clients.

Hogarth Worldwide | 7/2022 - 10/2022

Freelance Production designer

Produced mechanicals for Apple Computer's latest product launch Including ad banners, posters, store installations.

Michaels Craft Store | 10/2021 - 7/2022

Frame shop / customer service and custom framing

Assistant manager of frame shop. Customer engagement - consulting in creative process of framing and sales.

WellLife Network | NY | 11/2020 - 9/2021

During Covid I did volunteer work as a remote counselor serving the mental health community.

LSJ Management | 5/2016 - 9/2018

Hybrid role for a high-end residential construction/renovation company on Long Island, NY.

Position included website design and company branding, t-shirts, marketing.

Hill-Holliday | 6/2015 - 1/2016

Production designer

Versioning comps for Pharma print ads and banner ads, and finalizing mechanicals. Producing, re-sizing layouts for banners, email, website assets.

Marky's Gourmet | 4/2012-12/2014

Art director / Designer

- Created, developed and produced all new visual media for company re-branding.
- Developed styles for photography, typography, color palettes and design elements.
- Designed all promotion and marketing material for print and web.
- Art directed all photography, set up in-house studio for product shots.

Your Contour | Clear Channel | Mobile Mike Media Group | Seminole Tribe | Max&Chloe

Freelance-Miami Art director / Designer | 8/2012 - 3/2013

Branding, art directing photography, design of websites, logos, social media graphics, corporate brochure, event promotions.

Freelance | 4/2010 - 10/2011

Wells Fargo Bank | Design and production for promotional mini site produced in Flash.

JVG Custom Homes + Southfork Estate Services | Design of logo, business cards, shirts, website.

Alice Goldsmith Ceramics | Website design

NBA | Animation for web banners, and website updates.

Multimedia Solutions | 8/2009 - 4/2010

Multimedia designer

- Design of websites; home pages, sub pages, and banners.
- Estimated production time, and developed specific workflow techniques to maximize efficiency.
- Delegated freelance work, and provided.
- Worked with overseas web development team to coordinate CSS and Photoshop templates.

Estee Lauder | 10/2008 - 4/2009

Flash designer

Design of interactive banner campaigns, derived from national print advertising, for New York Magazine, New York Times, InStyle, MyPoints, and other publications.

Cossette Communications | 5/2008 - 11/2008

Design for websites, banners, landing pages using Flash and Photoshop.

Avon | 11/2007 - 4/2008

Design for email program, landing pages, banners, home page.

Design and production of assets in Photoshop, Flash, and Dreamweaver.

Freelance | 2/2007 – 12/2007

Freelance web design and production assignments for various companies.

Aquent Graphics Institute (AGI) Springboard Training Program 2007. Five day intensive training of Flash design and animation, with a focus on creating web-based interactive assets.

Bare Necessities | 8/2006 – 1/2007

Design for email program, promotions, banners, home page elements, designed and produced in Photoshop.

Freelance | 3/2006 – 7/2006

Digital Fusion / logo design

Eye Blaster / production for rich media banners

Organic / flash production, resizing banner ads

Stein Rogan Partners / flash production, resizing banner ads

INC Design / typesetting and production for Annual Reports

FEDEXKinkos | 2/2005 – 2/2006

Senior Production Specialist

Production artist in one of FEDEXKinkos busiest midtown Manhattan stores. Production of business cards, posters, banners, catalogs, promotional items produced from files in Quark, Photoshop, InDesign, Illustrator, Microsoft programs. Extensive use of Acrobat Professional. Primary consultant to customers.

Freelance | 3/2003 – 1/2004

Triumph Learning / design, production for marketing materials

Columbia House / catalog layout and production

National Kidney Foundation / production for marketing materials

Rodale Press / design and production for sales promotion event

Leading Hotels of The World / catalog production

Urban Archeology / website production/updating content using Image Ready and Acrobat

Avrett Free Ginsburg / produced series of banner ads in Flash for The Yellow Pages

Victoria's Secret / CMS website production

Fishengine.com | 2/2001 – 2/2003

Web designer for private clients - see www.fishengine.com.

Complete design and production of web sites.

Company Interface | 2/2001 – 11/2002

Freelance Web Designer

- Overall design, navigation, menus, color and typographic choices.
- Flash design and programming.
- Selection of photography, formatting and retouching.
- Production organization - files, folders, maintenance.

Young & Rubicam | 10/2000 – 12/2000

Production Artist

Formatted/produced mechanicals for large scale ad campaigns.

McMillan McGraw Hill - Sweets Group | 7/2000 – 10/2000

Art Director

- Designed catalogs which included photo stylization and retouching for final art.
- Produced final mechanicals, checked film and blueprints, client contact.

Salomon Smith Barney | 4/2000 – 6/2000

Website production:

- Re-organized and implemented work flow system for Private Banking intranet site.
- Organized a complex email and folder filing system for incoming articles written by portfolio managers from around the world for monthly updated commentary.
- Coordinated editing and proofreading, and processed articles from Word documents with excel tables into Quark, and then into PDF format for upload.

Clinique | 1/1999 – 3/2000

Production Artist

- Worked with art directors to integrate design formats for international advertising division
- Shot still lifes with digital camera and retouched for comps.
- Created illustrations of display and packaging materials.
- Maintained typographic standards for brochures and collateral materials.

TBWA Chiat Day | 9/1998 – 12/1998

Production Artist

Prepared mechanicals and digital artwork from comps for final output. Clients: Prodigy, Absolut.

Freelance | 1991 – 1998

TIAA-CREF (Teachers Insurance)

Designer/Production Artist

Co-designed and produced 1995 Annual Report and internal newsletter.

Ogilvy & Mather Direct

Production Artist

Worked with designers in development of ads, brochures, and logos.

Lladro Ceramics

Designer/Production Artist

Designed and produced brochure and direct mail.

POLO/Ralph Lauren

Production Artist

Produced mechanicals for advertising campaign and packaging.

Other companies include: Hewson Design, Straightline International, Mahar Adjmi, Met Life, NYU, Muldoon Direct, Hershey Communications, Pluzynski & Associates.

Lord & Taylor | 1989 – 1991

Assistant Art Director

Produced mechanicals for fashion catalogs, gift catalogs and sales promotion material for jewelry and fragrance products.

Doremus & Company Advertising/Public relations | 1986 – 1988

Assistant to design directors

Produced comps and mechanicals; type speccing, ordered type, and studio materials.

Interacted with clients. Projects included Annual Reports, logos, brochures and collateral material. Clients included E.F. Hutton, Morgan Stanley, UBS.

Barnes & Noble | 1985 – 1986

Art director/Designer

Designed direct response ads and brochures for book promotions and novelty products.

Designed large scale signage for both the Annex and Rockefeller store windows.

EDUCATION

School of Visual Arts, BFA Graphic Design/Advertising,

SOFTWARE

Adobe Photoshop, InDesign, Wordpress, Illustrator, Dreamweaver, Acrobat.