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EXPERIENCE

VP, Associate Creative Director, FCB

2020 – present (New York, NY)

- Produce best in class multichannel global and US campaigns
- Generate ideas, lead creative strategy, execute 360° tactics
- Supervise and lead a team of designers and art directors
- Push creative technology with VR, experiential, and animation
- Spearhead innovative DM concepts that average 10K impressions
- **Clients:** AbbVie Women's Health, Pfizer Dermatology

Adjunct Design Faculty, School of Visual Arts

2018 – present (New York, NY)

- Co-teach *Design Lab: Develop a Professional Portfolio* course at SVA, Division of Continuing Education, Graphic Design
- Help students create or enhance design portfolios with a focus on conceptual typography, lettering, and bold image-making

Co-founder / Filmmaker, Houndstooth Studios

2018 – present (New York, NY)

- Half of Clío-winning, Emmy-nominated, married writer/director duo
- Produce, write, and direct short and feature length narrative films

Freelance Designer & Creator

2008 – present (New York, NY)

- Generate organic growth through design, branding, and art direction
- Lead product photography, corporate, and music video shoots/edits
- Specialize in innovative posters and comprehensive visual identities
- **Select Clients:** Starbucks, Visa, AT&T, Lehigh University, Robert Marc NYC, Milestones Psychology, Castle Residential, Reconstruction Pictures, Cloak & Dagger Productions

Integrated Design Lead, Wunderman Thompson

2018 – 2020 (New York, NY)

- Design direction for employer brand initiatives
- Art direction and concepting for multichannel communications
- Motion design and video editing for clients and new business
- **Brands:** TJ Maxx, HomeGoods, Homesense, Marshall's, Sierra, Macy's, ACE Hardware, Sherwin Williams, Allstate, Blackrock, Aspen Dental, Milton Hershey School, Northrop Grumman, Nova Chem

Associate Creative Director, Havas

2015 – 2018 (New York, NY)

- Winning campaign concept, led to AOR for a portfolio of brands
- Supervised a team of designers and art directors
- Creative direction, art direction, hands on design for 360° tactics
- Creative concepting sessions, pitches, and client presentations

EDUCATION

Tyler School of Art + Architecture / Temple University

BFA, 2008 (Philadelphia, PA)
Graphic & Interactive Design

School of Visual Arts

Continuing Ed (New York, NY)
Graphic Design, Motion Graphics, Interaction Design, Drawing, Sculpture, Writing The Feature

AWARDS

- Graphis Design Annual:** Gold & Silver Medalist
- Graphis Poster Annual:** Gold Medalist
- HOW Logo Design Awards:** Identity Winner
- Art Directors Club** Medalist
- W3 Awards:** Silver Winner
- Akademia Music Awards:** Best Music Video
- Advertising Hall of Fame:** Future Famer
- CMYK Magazine:** Top 100 New Creatives
- Design Against Fur Competition:** Finalist
- NY Emmy** Nominee
- Brooklyn Film Festival:** Best Short Doc
- Durango Film Festival:** Best Family Film
- Austin Revolution Film Festival:** Best Sci-Fi Short
- Garden State Film Festival:** Best Sci-Fi Short

PUBLICATIONS

Making Posters: From Concept to Design
Creative Quarterly
Logo 2.0
Bright Ideas in Poster Design
LogoLounge
HOW Promotion Annual
The Book of Green Design

SKILLS

Adobe CC • Graphic & Motion Design Concepts • Lettering & Typography Branding • Art Direction Film Direction • Screenwriting Video Production • Mentorship People Management