



JOB EXPERIENCES

Experienced creative professional with a proven track record in designing for renowned brands like Mercedes-Benz, Calvin Klein, Mont Blanc, Johnson & Johnson, and M&M Mars. Skilled in conceptualizing and executing innovative ideas that challenge cultural norms. Strong ability to excel in fast-paced environments, deliver high-quality work under tight deadlines, and mentor junior talents. Contributed to many campaigns, with several achieving a 10% increase in stock during the launch year. Seeking a new opportunity to leverage my skills and experience in a dynamic setting.

ASSOCIATE CREATIVE DIRECTOR/ GROUP ART SUPERVISOR/ART DIRECTOR 2010 - PRESENT

FREELANCE

Strategic Creative Leadership: Developed creative programs and concepts aligned with business objectives, consistently generating strong ROI for print and web communications.

Team Empowerment and Excellence: Led creative teams across projects, consistently surpassing client expectations and fostering a culture of exceptional results.

Continuous Growth and Innovation: Stayed current with evolving industry trends and emerging technologies, enhancing skills to provide greater client value.

Clients: Successfully managed projects for a diverse range of clients including Conill, Entrada Communications, FCBCure, Island Sport Works, Mercedes-Benz, NBC, Ogilvy, Pivot Healthcare Communications, Rapp Collins, SuperNova, TCS, and Trajectory.

ART TEACHER: 8TH THROUGH 12TH GRADE 2023-2024

TIMOTHY CHRISTIAN SCHOOL (TCS) | PISCATAWAY, NJ

Fostering creativity and technical proficiency in **Graphic Design, Drawing and Design, Exploratory Art, and Ceramics**, guiding students through diverse mediums and projects. Cultivated students' unique artistic voices through hands-on experience and thoughtful critique.

SR. ART DIRECTOR 2007 - 2010

PAGE ADVERTISING | PARSIPPANY, NJ

Strategic Business Management: Managed daily operations encompassing budgeting, scheduling, client relations, design, and project management.

Client-Centric Collaboration: Collaborated closely with clients to strategize and execute creative solutions that effectively translated objectives into impactful media products.

Visual Quality Oversight: Supervised vendors and consultants to ensure exceptional visual quality across diverse media channels.

SR. ART DIRECTOR 2005 - 2006

VONAGE | HOLMDEL, NJ

Consistent Retail Branding: Designed and unified brand visuals across diverse retail channels, creating a distinct and memorable identity.

Compelling Visuals: Crafted engaging visual assets that seamlessly integrated brand messaging, strengthening its impact.

Strategic Collaboration: Partnered with VP of Retail to align creative strategies, resulting in consistent messaging and brand representation.

Enhanced Product Visibility: Developed in-store promotional materials that increased product visibility and customer engagement.

Informed Design Decisions: Conducted market research to inform design decisions, ensuring alignment with consumer preferences and trends.

MY EDUCATION

DIGITAL MARKETING CERTIFICATE 2011

RUTGERS MINI-MBA PROGRAM

COMMERCIAL ART DIPLOMA 1991 - 1993

DUCRET SCHOOL OF THE ARTS

SKILLS

MAC SYSTEMS

INDESIGN | ILLUSTRATOR | PHOTOSHOP | SKETCH | FINAL CUT | POWERPOINT
FRONT-END WEB DEVELOPMENT | WORDPRESS | HTML | SPANISH