

EXPERIENCE

Freelance (2/13 - present) | New York , NY.

Design Consultant

- The Agency – Creative Consultant - Advertising campaign consultant covering branding, strategy and execution
- Droga5 – Graphic Artist - Created pitch work and presentation design for Puma, Under Armor and Chobani
- Cinchcast – User Interface Consultant - Designed steaming internet application interface
- Harrison and Star – Digital Art Supervisor overseeing the Tasigna® and Gleevec® account

Flipboard (2/18-4/23) | New York , NY.

Creative Services Manager

- Modernized Flipboard's digital ad experiences, increasing revenue and ad opportunities for brands
- Integral to company reaching ad revenue goals quarter over quarter with creative ad solutions for brands
- Established Flipboard's in-house ad department
- Setup process and workflow systems for in-house advertising ecosystem
- Helped sales team with pitch initiatives with functional mocks and leading post sale builds

Ground Truth (Formally xAD (1/17-1/18) | New York , NY.

Creative Consultant

- Supported European ad builds and Weatherbug App custom ad creations and UX work

Tapad (4/14-4/16) | New York , NY.

Art Director

- Responsible for all design needs for Tapad including client builds, mocks for pitches and some marketing projects
- Created and managed Tapad's design department
- Worked with sales team to create new products to offer clients
- Educated and trained sales team about rich-media advertising capabilities
- Collaborated closely with clients to ensure all expectations were met and campaigns were executed successfully
- Managed two in-house designers and external vendors
- Championed best practices for cross-screen targeted advertising to align client's advertising to their KPI goals

Jumptap (4/11-1/14) | New York , NY.

Senior Graphic Designer

- Led in-house design department and managed design teams in New York and Boston
- Created the ads for the first \$500K, \$1 million and \$3 million signed ad deals in company's history
- Moved company closer to hitting revenue goals by expanding its design offerings to clients
- Educated and instructed sales and sales development in the ways of mobile advertising
- Managed the design team in 2 cities (Boston and New York)
- Implemented a workflow system to improve ad turnaround times and team communication for client's deliverables
- Collaborated with the marketing department to rebrand the company and improve collateral

Songza (3/07-5/10) | New York , NY.

Design Consultant

- Helped to streamline the user sign up process and music playlist creation with simplified UI

Go Transverse (3/07-5/10) | New York , NY.

Creative Director

- Oversaw all design needs for Transverse including outsourcing, project planning and management
- Developed and maintained information architecture for client projects
- Created an On Device Portal (ODP) that helped to land multi-million dollar account
- Worked with client to translate their business requirements to match with their design needs and goals
- Designed client Point Of Sale system interface that helped sales agents in accessing multiple systems easily

Fearless Concepts (10/06-1/07) | New York , NY.

Creative Director

- Managed the design department, which consisted of 3 art directors and 3 production artists
- Guided top-tier client relationships with such brands as Island Records, Def Jam Records, Janet Jackson, Ubisoft, Jay-Z
- Reviewed and directed all design work and oversaw integration of client feedback

Gist Communications (7/99-10/06) | New York , NY.

Art Director

- Directed the design team, including product design, graphic creation of user interface design, client design requests
- Created the first content-rich interactive magazine for the television (This was first deployed on Echostar)
- Designed the interface for the first Mobile Remote PVR cell phone product and recommendation engine (UGuide)

EDUCATION

Northeastern University | Boston, MA.

Bachelor of Science in Graphic Design

Boston Visual School | Viterbo, Italy

Won a scholarship to study painting, sculpture and design at the Lorenzo da Viterbo

SKILLS

Photoshop
Illustrator
Celtra Ad Creator
Figma
HTML
CSS
Mobile design
Information Architecture
User Interface Design
User Experience Design
Stop Motion Animation
Storyboarding
Powerpoint
Word
Docs
Slides
Acrobat
Aftereffects
Premiere
Indesign
Adobe Creative Suite
Wireframing
Mockups
Product Design
Knowledgeable about the limits of mobile technology within HTML, Java Script and CSS ad space confines

ACCOLADES

Co-Chair for IAB HTML5 standards for Digital Advertising Working Group.

2015 MARCOM Gold Award

Tapad Creative Team + MTV 2015 MARCOM Gold Award MTV VMAs Orientation Responsive Interactive Video
Responsive design allows users to watch full screen video content in either horizontal or vertical orientation.