

## EXPERIENCE

**Tapad (4/2014-4/2016)** | New York, NY  
Art Director

- Responsible for all company design needs ,including client builds, mocks for pitches and multiple marketing projects
- Created and managed Tapad's design department
- Worked with sales team to develop new products to offer clients
- Educated and trained sales team about rich-media advertising capabilities
- Worked 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, and helped to align client's advertising to meet their KPI goals

**Freelance (1/2013-4/2014)** | New York, NY  
Freelance Graphic Designer

- Droga5 – Worked on pitch work and presentation design for various clients
- Cinchcast – User interface consultant for steaming internet application
- Harrison and Star – Digital Art Supervisor overseeing the Tassigna® and Gleevec® account

**Jumtap (4/11-1/2013)** | New York, NY  
Senior Graphic Designer

- Lead 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
- Implemented a better workflow system to improve ad turnaround times and team communication for clients needs and deliverables
- Collaborated with the marketing department to rebrand the company and improve collateral

**Songza (1/11-3/11)** | New York, NY  
Freelance Web Design Consultant

- Coded the front-end aspects of the website [www.songza.com](http://www.songza.com) using HTML, CSS, JS and JQuery
- Helped to streamline the user sign up process and music playlist creation

**Transverse (3/07-5/10)** | New York, NY  
Creative Director

- Oversaw all design needs for Transverse including outsourcing, project planning and management
- Responsible for information architecture design for 6 different clients
- Created an On Device Portal (ODP) that helped land a multi-million dollar account
- Worked closely with client to translate their business requirements to match their design needs and goals
- Designed client Point Of Sale (POS) system interface that allows sales agents to easily access multiple systems

**Fearless Concepts (10/06-1/07)** | New York, NY  
Creative Director

- Managed the design department: 3 art directors and 3 production artists
- Interacted and communicated with clients, including: Island Records, Def Jam Records, Janet Jackson, Ubisoft, Fall Out Boy, Comedy Central, Blue Note Records, MenuPages.com, T.J. Martell Foundation, Jay-Z, Russell Simmons, Capitol Nashville
- Reviewed and directed all design work and oversaw integration of client feedback
- Collaborated with the technology department for implementation and rollout of client sites

## **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 and print work
- Created the first content-rich interactive magazine for television (first deployed on Echostar)
- Led design projects and coordinated them across multiple departments
- Designed the interface for the first Mobile Remote PVR cell phone product and recommendation engine (UGuide)

## **APL Digital (9/98-7/99)** | New York, NY

Production Artist

- Created and designed all graphics (i.e. website and banner production) for clients, including Lego, UPS, Iridium, Ammirati Puris Lintas and APL Digital
- Designed and produced the style guide for the APL public website

## **Booz Allen and Hamilton (12/95-9/98)** | New York, NY

Special Projects Coordinator

- Responsible for project management, development of interactive presentations, design, coding and meeting coordination

## **EDUCATION**

### **Northeastern University (9/90-6/95)** | Boston, MA

Bachelor of Science in Graphic Design, Concentrating in Interface Design

### **Boston Visual School (6/94-8/94)** | Viterbo, Italy

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

## **SKILLS**

Photoshop, Illustrator, HTML, CSS, Mobile design Specifications, Celtra Ad Creator, Information Architecture, User Interface Design, Stop Motion Animation, Storyboarding, Powerpoint, Word,. Extremely knowledgeable about the limits of mobile technology within html, Java Script and CSS ad space confines.

## **ACOLADES**

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

**2015 MARCOM Gold Award**Spotlight: Tapad Creative Team + MTV 2015 MARCOM Gold Award

MTV VMAs - Orientation Responsive Interactive Video

A new vision on how video can and should be experienced on mobile devices. Responsive design allows users to watch full screen video content in either horizontal or vertical orientation.

Demo: <http://tapad.celtra.com/preview/6c80fad7>