

education

BFA, Graphic Design and Typography

Mason Gross School of the Arts, Rutgers University New Brunswick, NJ

work experience

2005-present — Creative Director, UX Designer, Web Creative, Social Marketer, Graphic Artist

San Diego, CA

Specializing in identity, web, and marketing creation for all types of small businesses, non-profits, and community-based groups, my goal is to quickly provide top-quality concepts and effective user-focused designs that will ultimately benefit my client's mission. I help achieve their goals through a blending of highly creative outreach materials, social marketing initiatives, and online solutions to communicate who they are, what they do, and why they do it best. Some of my clients over these years have included SEIU, Stanford University, The Urban Art Shop, Center for Policy Initiatives, Bryn Mawr Rehab Hospital, and the Delaware Children's Museum.

january 2019 – september 2019 — Creative Director

Digital Impact & San Diego, CA

As Creative Director, I utilized my years of professional design practice in visual marketing, nonprofit advertising, and creative development to help the team realize the organizations' future aims and goals. In my time there I worked with such clients as Local 145, Ozobot, and Holly Drive Leadership Academy.

april 2002- june 2005 — Freelance Art Director and Graphic Artist

Philadelphia, PA

Offered my services as a Freelance Art Director and Graphic Artist both on- and off-site in the Philadelphia Metro Area. I worked with the creative minds at such agencies and design firms as **Incompra Design**, **Stratus Communications**, and **The Rickard Group**, to create full-scale marketing and promotional campaigns incorporating print, web, multimedia, TV, and radio for healthcare facilities, Fortune 500 clients, special community projects and fundraisers, as well as educational institutions and non-profit campaigns. Such clients included Verizon, Kimberly-Clark, The University of the Arts, The Girl Scouts of America, The Internet Society, and Drexel University.

january 1999 – november 2001 — Design Associate

Parlour Design L.L.C. 648 Broadway, New York, NY

Hired directly as an Associate to the Art Directors after successfully completing a one year, 6-credit internship through Rutgers University at Parlour Design in New York City. I assisted with multiple projects, from layout to image work for a wide range of clients including: The American Museum of Natural History, Channel 13, The Digital Club Network Online Music Festival, Gay Men's Health Crisis, and The National Foundation for Jewish Culture.

may 1999 – august 2001 — Publications Manager

Publications Department Office of Student Involvement (OSI) 613 George Street, New Brunswick, NJ

Provided art direction, creative development, annual update and production management of over 250 department publications per academic year for Rutgers University, I was hired as the department's Publications Manager and Art Director, creating University-based materials promoting student organizational projects.

may 1998 – august 2001 — Design Manager

Department of Health Education Hurtado Health Center 11 Bishop Place, New Brunswick, NJ

Lead Designer and Production Coordinator for all the health education publications of the Rutgers University Health Services Department in charge of annual workload including general project development, creation of print and production schedules, oversee of design of all the Department of Health Education's brochures, pamphlets, advertisements and flyers.

september 1996 – may 1998 — Freelance Graphic Artist

New Brunswick, NJ

During these years I worked independently for a variety of friends and pro-bono clients, landing my first design job at **Laserwave Communications** which specialized in \$99 logos.

highlights

- **Child Care Providers United** – Created a multi-year visual campaign to help successfully pass comprehensive legislation (AB 378 Limón, 2019) that secures Child Care Providers right to negotiate with the state through their union in CA.
- **Bryn Mawr Rehab's Art Ability Exhibition, 2008–2018** – For 10 years I generated all of the exhibition's advertising and outreach materials, which has garnered over \$250,000 in donations for the hospital.
- **Bankers Hill Business Group's Arts & Craft Beer Festival, 2017** – Worked on an advertising campaign that attracted over 500 guests and generated \$11,000.
- **Dharma Bum Temple "A New Home" Campaign, 2016** – I created a multi-stage outreach campaign to successfully help raise over \$500,000 to open a new temple.
- **Digital Gym Digital Bootcamp Educational Series, 2013** – I was invited to teach a series of "brown bag" lunch time workshops at the Media Arts Center of San Diego which focused on Identity Development, Basics of Digital Design, and more.
- **The New Graphic Design School: A Foundation Course in Principles and Practice, 2009** - Co-authored a 190-page college textbook with my University professor, Dr. Sheena Calvert.
- **The Campaign to Expand Delaware Hospice, 2006** – I worked on a multi-stage Capital Campaign raising over \$4 million to expand a hospice in Delaware.
- **The Campaign for the Delaware Veterans Home, 2005** – I designed materials for a fundraising drive generating over \$1 million dollars to kickstart a campaign for a veterans hospice in Delaware.
- **Delaware Children's Museum, 2006** – I worked on a multi-faceted Capital Campaign that won a \$2 million dollar development grant to build a children's museum in Delaware.

awards

- Beverly Hills Books Awards – Winner, Interior Design: Non-Fiction – 2014
- International Book Awards Winner – Finalist, Best Interior Design – 2014
- Indie Book Awards – Winner, Best Overall Design – 2014
- Admissions Marketing Report Admission Awards (UArts) – 2004, 2005
- Philadelphia Addy's 2004 Bronze for Direct Marketing (UArts) – 2004
- StockVisuals – Featured Artist – October 2004
- DesignFirms – Overall Best Site Award (anoki.net) – 2004
- Philly Gold 2003 Award for Best Educational/ Non-Profit Website (UArts) – 2003
- College Avenue Student Center Poster Campaign Contest Winner – 1999
- Allentown High School Journalism Award – 1995

certifications

- Google Display Search Certification – Google Academy
- Google Display Ads Certification – Google Academy
- Google Analytics Individual Qualification – Google Academy
- Google Analytics for Power Users Certification – Google Academy
- Accessibility for Web Developers Certification – SiteImprove
- Design Thinking: Beginners Certification (with a Top 10% Distinction) – Interaction Design Foundation (IDF)
- User Experience: Beginner's Course (with a Top 10% Distinction) – Interaction Design Foundation (IDF)

technical skills

I have an ever growing understanding and command of such up-to-date internet-based languages and technologies as:

- HTML5/XHTML
- CSS3/CSS2
- JQuery, JavaScript and Javascript libraries Integration
- Wordpress, WebFlow, Weebly, Drupal – PHP/JS/Frameworks

Being a member of the generation that produced the internet, I have stayed at the forefront of Social Media Marketing, Search Engine Optimization, and UX/UI development, utilizing such tools as:

- Buffer, Hootsuite
- MailChimp, Constant Contact
- Google Analytics/Google Tag Manager
- Google My Business, Yelp
- Ecwid
- Slack
- Hubspot

I have an excellent understanding of the Apple, Microsoft Windows, Ubuntu, Android, and iOS systems, from hardware to software, and proficient in the use of all major design and office software:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Animate
- Adobe After Effects
- Adobe Premiere
- Adobe Dimensions
- Adobe Lightroom
- Affinity Designer
- Affinity Photo
- skEdit
- Microsoft Word, PowerPoint, Excel
- Prezi