

Senior Designer & Art Director with 10+ years of experience creating engaging work for agencies, brands, and startups. Expertise in art direction, brand identity development, and visual storytelling.

Experience

Storyboard That: Needham, MA.

Senior Graphic Artist. Nov. 2020 – June 2026

- Design and animate customizable characters and scenes for educational software, enhancing user engagement and learning experiences.
- Create and A/B test website designs and software products for increased subscription rates.
- Design and produce 4 - 5 conference booths and assets annually, seen by 10,000+ attendees
- Design and build LMS's (Learning Management Systems) for K-12 schools.
- Direct and create social media, tutorial videos, and email campaigns for improved engagement.
- Direct, design, and collaborate on the company re-branding.

TJX: Framingham, MA.

Senior Graphic Designer. Feb. 2020 – April 2020

- Collaborate with creative directors on nationwide promotional campaigns.
- Design and build assets for email, print, and social media for increased engagement.
- Manage feedback and prepare final materials for production.

Wayfair: Boston, MA.

Graphic Designer. June 2019 – Feb. 2020

- Design digital, print, and web promotional material with creative directors for campaigns.
- Produce monthly campaigns in English and French with the creative and marketing teams.
- Manage feedback and prepare final material for production.

(add)ventures: Providence, RI.

Illustrator & Graphic Designer. Aug. 2018 – June 2019

- Collaborate with art and creative directors on client requests.
- Design mock ups and final print and digital assets, logos, and iconography with a full creative team.
- Illustrate assets for clients and internal use.
- Manage client feedback and prepare final production materials.
- Select Clients: CVS, Omnicare, Stop & Shop.

Rocketdog Creative Studios: New York, NY.

Art Director. May 2010 – Aug. 2018

- Lead senior designer and illustrator for projects, campaigns, pitches, and client deliverables.
- Design and produce packaging design, installations, multimedia events, and interior design.
- Direct photo and video shoots in the studio and on location.
- Collaborate directly with clients and cross-functional teams on project development, production, and feedback.
- Manage the workflow of a creative team for final materials for production.
- Oversee shared office space operations and coordination with 4 - 5 other businesses.
- Select Clients: Barton G, The Children's Place, Fire Island Beer Company, iHome, Novartis, Pfizer.

Education

School of Visual Arts. New York, NY. BFA, Bachelor's Degree in Fine Arts.

Skills

Design

Art Direction, Creative Direction, Branding & Identity, Advertising, Print Production, Layout Design, Animation, Content Development, Logo & Iconography, Typography, Wire-framing, Project Management, Packaging Design, B2B & B2C, CPG, Presentations and Decks, Brand Guidelines, Storyboarding, Cross-Functional Collaboration, Time Management, Multitasking, Creative Problem Solving, Drawing, Painting.

Adobe Creative Cloud

Illustrator, InDesign, Photoshop, After Effects, Firefly.

Google Workspace

Sheets, Docs, Slides, YouTube.

Microsoft Office

Word, PowerPoint, Excel.

Additional Programs

Figma, SVGator, Sketch, Procreate, Canva.