



EXPERIENCE

Art Director - Out-of-Store (Digital)

PetSmart Feb 2019 - Present

- Works closely with marketing, merchandising, product, production, and in-store creative teams to bring campaigns and programs to life.
- Oversee and guide an experienced team of creative professionals in developing inventive and persuasive digital (email, web, paid media) and print strategies that contribute to successful integrated marketing initiatives.
- Review, provide feedback and approve all tactics created by design members of the digital, out-of-store creative and production teams.
- Art directed numerous photo shoots featuring diverse pets (over 40 for single program) and products for various campaigns.

Creative Director

Firebox Media Feb 2001 - Oct 2018

- Creative Director for full service multimedia design studio.
- Provided direction for all projects as well as maintained client relationships.
- Responsible for hiring and management of designers and outside vendors as well as project management.
- Designed and rendered multiple user-case scenarios (with accompanying UI) for upcoming & proposed feature sets for Verizon customer research (facilitated through GFK Research).
- Designed and delivered multiple digital projects working with a variety of clients from small, local companies to large national and multi-national organizations.

Art Director

UbiQ Group Aug 1998 - Feb 2001

- Built from scratch a strong creative team of designers and animators to tackle emerging digital media opportunities along with traditional print design projects.
- Responsible for day-to-day operation of the department, client interaction, team management, assigning tasks, budgeting for projects and long-term planning.

OTHER EXPERIENCE

Instructor

Art Institute of Phoenix Apr 2001 - Oct 2018

Full-time faculty member in the Design program, primarily teaching Graphic & Web Design courses with overlap in Media Arts (Animation) and Visual Effects (Video) coursework.

- Over two dozen different courses taught, ranging from fundamentals and introductory courses through intermediate and senior-level classes for print and web.

EDUCATION

MA Graphic Design

Savannah College of Art and Design (SCAD)

BFA Studio Arts (Graphic Design)

University of Arizona

PROFILE

Designer/Creative Director with 10+ years of experience in print, web and digital design. A strong, conceptual thinker and a strategically focused designer with proven leadership abilities. An inventive and hands-on creator who relishes every step of the process, from the initial sketches to the final production stage. Equally adept at handling both print and digital projects, maximizing customer reach with ease.

SKILLS

Adobe Creative Cloud

Photoshop • Illustrator • InDesign • Animate (Flash)

Front-End Web Development

HTML5 • CSS3 • JavaScript

UI/UX

Sketch • XD

CONTACT

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