

Experience

Plato Design, Creative Director / Chief Creative Officer

OCT '18 - PRESENT

- Scaled team, as sole Creative Director overseeing 24+ client projects, to eight Creative Directors in four months, transitioning to managing the team. Hired talent and shaped onboarding protocol across all departments and roles.
- Implemented creative solutions allowing the agency to scale and reimagine its service offering of Brand, Web & UI design while expediting the creative process and maintaining quality output.
- Developed frameworks for vetting incoming engagements, onboarding clients, measuring team capacity and collaborating with our distributed creative network.
- Promoted to CCO, overseeing the agency side of Plato and responsible for increasing capacity for concurrent projects & managing agency operating expenses. Involved with strategic business planning at the executive level.
- Partnered with the CPO to align agency and engineering departments of Plato, assuring development of tools in support of the agency were strategically aligned.

Sanborn Agency, Creative Director

APR '15 - OCT '18

- Audited and assured visual fidelity and integrity across all of Sanborn's creative output.
- Codified design processes and tools to boost internal creative team collaboration and better support the remote nature of our work. Overhauled and streamlined the framework by which work is shared and conveyed to our clients.
- Screened, on-boarded, and managed designers of varied levels of seniority. Promoted individual growth by conducting quarterly performance reviews, assuring designers are steadily reaching their own professional goals.
- Scoped, priced, and owned the road-mapping and allocation of incoming work. Paired projects with optimal resources. Addressed proposals and helped secure projects.

Sanborn Agency, Design Director

DEC '13 - MAR '15

- Led user experience, architecture and design efforts behind multiple highly interactive subscription video-on-demand platforms, increasing overall fan engagement and stickiness.
- Closely collaborated with front-end and back-end developers from initial conception to final execution, making sure that all features and functions were feasible and executed to specs.
- Assisted in client pitches and RFP responses, presenting user experience and visual design capabilities while leveraging competitor analysis documentation and past case studies.

Experience

Sanborn Agency, Interaction Designer

MAY '12 - NOV '13

- Took creative lead on interactive experiences for clients such as the Girl Scouts, AEG and Dan Brown, interfacing directly with clients to present and validate our solutions.
- Handled the execution of user flows, wireframes and fully realized designs for online campaigns, interfaces for interactive on-site kiosks, responsive websites and native apps.
- Established and operated the internship program at Sanborn, vetting candidates and supporting their advancement.

Atlantic Records, Web Designer

JUN '09 - APR '12

- Owned the design and re-design of dozens of Atlantic Record's recording artist websites, making sure they reflected the latest artwork releases.
- Bent and shaped the underlying fan engagement platforms (Fanbase, Cisco EOS) to their limits in order to achieve the most custom experiences catering to the individual unique artists.
- Inherited and ran the internship program, closely mentoring and training a handful of interns who later went on gain full time employment at Atlantic Records, and other highly sought after positions.

EastWest Marketing Group, Interaction / Web Designer

SEPT '09 - FEB '10

- Spearheaded the design efforts on the Post and Nickelodeon accounts under the supervision of the Creative Director.
- Designed complex interactive flash banners, splash pages and other creative assets for new releases and campaigns.
- Aided in the production of promotional cereal box and accompanying collateral for Post, adhering to stringent brand guidelines, getting them into production ahead of set drop dates.

Education

Pratt Institute, BFA, Graphic Design

2005 - 2009

Minor in Art History. Graduated with Honors. Semester abroad with Pratt in Venice.
Freelance Web Designer for Pratt's Center for Sustainable Design Studies.

Bridgeview School of Fine Arts

2003 - 2005

Completed various classical academic fine art drawing & painting courses.