

Experience

Sanborn Agency, Creative Director

APR '15 - PRESENT / 3YRS 4MOS

- Audited and assured overall visual fidelity and integrity across all of Sanborn's creative output. Validated that visuals either adhere to existing brand specifications, or that the branding we've conceived is realized to its full potential.
- 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, helping expedite revisions and approvals.
- 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 based on individual designers skill sets and areas of interest, assuring best creative output. Addressed proposals and helped secure projects.
- Oversaw and guided several branding and re-branding efforts for clients like Swearby, Clearpool and Alpha leading to higher brand recognition and discoverability.
- Filled in the gaps in our UX capabilities, conducting user-centric research and synthesizing workflows. Ideated and created rapid prototypes to validate solutions.

Sanborn Agency, Design Director

DEC '13 - MAR '15 / 1YR 4MOS

- 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.
- Performed deep dive quality assurance testing from both a visual and technical standpoint.
- Assisted in client pitches and RFP responses, presenting user experience and visual design capabilities while leveraging competitor analysis documentation and past case studies.

Sanborn Agency, Interaction Designer

MAY '12 - NOV '13 / 1YR 7MOS

- 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.

Experience

Atlantic Records, Web Designer

JUN '09 - APR '12 / 3YRS

- Owned the design and re-design of dozens of Atlantic Record's recording artist websites, making sure they reflected the latest artwork releases.
- Interfaced with overseas development resources to assure design specs were adhered to and that all intended features were executed upon.
- 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 / 6MOS

- 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.