



SUMMARY:

Passionate. Innovative. Experienced. An accomplished creative professional with multiple years of experience on both agency and in-house creative departments. Client roster includes work in advertising, direct mail, branding and interactive work for companies, such as, Intel, HP, Hatachi, Jeep, BlackRock, iShares, Bank of America, and PeopleSoft, to name a few. A team player attitude with experience in management of design, illustration, photography, interactive, writers and print vendors.

EXPERIENCES:

FREELANCE (i.e., Publicis Modem, Razorfish & McCann) | December 2009-Current | *Art Direction-Creative Lead*

Responsible for consumer digital and print development and the execution of creative deliverables. Implementing advertising/marketing strategies and developing interactive solutions. Overseeing projects from beginning to completion. Team leadership role and management of art directors, designers, production artists and writers to ensure that concepts and strategies are on target. Clients include Intel, Hatachi, Jeep, BlackRock, and iShares.

McCANN WORLD GROUP/McCann Erickson | June 2005-October 2009 | *Senior Art Director*

Worked on HP's Personal Systems Group account to deliver brand through print, online ads, plus landing page environments, targeting enterprise businesses, small to medium businesses, public sector groups, vertical markets and consumer groups. Oversee creative process from conceptual stage to final production. Function as primary creative contact to outside vendors and internal production staff. Worked with executive level clients and account teams to develop creative strategies and tactics. Instrumental in creating a work flow process to ensure proper implementation of all projects. Managed illustrators and photographers to ensure that HP's messaging is on brand.

INDEPENDENT | March 2003-June 2005 | *Creative Director/Art Director*

Clients include from high tech to corporate consulting industries. Responsibilities include art directing, conceptualizing, managing, designing and production. Project scope include global corporate identities, banners, landing pages, collateral, print and e-mail campaigns. Managing clients' budgets, schedules and time lines, and core team members, such as, designers, writers, printers and developers.

BANK OF AMERICA | June 2001-March 2003 | *Art Director*

Conceptualizing, designing, and producing solutions for print and web, while supporting corporate identity standard and guidelines. Job responsibilities include, brand development and identity guidelines, corporate web site, marketing collateral, development of integrated campaigns (web/print/e-mail/landing pages), packaging, and print advertising. Additional responsibilities included meeting with clients, managing budgets and print production.

EVOLVE SOFTWARE, INC. | April 2000-February 2001 | *Senior Graphic Designer*

Redefined Evolve's brand while creating a consistent look and feel across collateral, online, and marketing campaigns. Job tasks include the development of integrated campaigns through print, online and e-mail. Unified design elements and message for a consistent overall tone and look and feel. Providing direction to designers and vendors. Other responsibilities include maintaining time lines and interacting with project leads and clients.

PEOPLESOFT, INC. | December 1996-April 2000 Marketing | *Senior Graphic Designer*

Responsible for concept, design and management of visual communications on internal client projects from initial creative through final production. Designed and produced solutions for print and web, while supporting corporate identity standard and guidelines. Job responsibilities include designing the users conference brochures, collateral materials, corporate report Web site, corporate and event web sites, e-brochures, executive invitations, online registration sites, direct mail campaigns, and trade show materials.

ADOBE SYSTEMS, INC. | July 1994-December 1996 | *Graphic Designer*

Conceptualizing, designing, and producing solutions for print and online, while supporting corporate identity standard and guidelines. Designed marketing brochures, packaging, posters, CD art and envelope, promotional direct mail, and informational items.

JOB SKILLS:

Computer: Experience with Mac OS X and PC based software. Programs include Adobe Creative Suite, Dreamweaver, FTP, Flash, Sound Edit, Microsoft Word, Microsoft PowerPoint, and knowledge of HTML, DHTML and CSS.

Production: Have experience with computer production skills related to printing and interactive. Some of these skills include, final file preparation for print and online, knowledge of four color process and Pantone Matching Systems, match print proofing, blue-line proofing, and press checking.

EDUCATION:

BFA Graphic Design, 1993
California College of Arts and Craft, San Francisco, CA