

SUMMARY

A passionate, creative leader with 15+ years of advertising experience focused in web and print design. Designer and mentor adept at both directing the creative work and developing the creative individual. In previous role, overhauled online ad creative resulting in record revenue growth.

EDUCATION

UNIVERSITY OF BALTIMORE
BACHELOR OF SCIENCE
Corporate Communications

COMMUNITY COLLEGE OF BALTIMORE COUNTY
ASSOCIATE OF APPLIED SCIENCE
Computer Graphics and Visual Communications

EXPERTISE

- Art Direction
- Graphic Design
- Adobe Photoshop
- HTML5 & CSS
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe After Effects

HONORS

- 2010 Gold and Silver Baltimore Addy Winner
- Graduated Summa Cum Laude from the University of Baltimore
- Alpha Chi Honors Society Member
- Phi Theta Kappa Honors Society Member
- Eagle Scout, Boy Scouts of America

EXPERIENCE

GNC: FEB 2022 - PRESENT FREELANCE DIGITAL DESIGNER

As a full-time Freelance Digital Designer, I concept, design, and animate social media, email, website, and banner ad graphics for both GNC US and Canada.

MONEY MAP PRESS: MAY 2018 - NOV 2021 ART DIRECTOR

As an Art Director at Money Map Press, my primary role was to help elevate the level of creativity and design for all projects. Duties included:

- Mentored and developed designers resulting in their advancement to more senior positions
- Directed designers and provided constructive feedback to help them solve issues related to visual design and layout
- Presented concepts to project stakeholders
- Led team creative review and brainstorm meetings
- Designed video graphics packages, printed newsletters, new product logos, and banner ads
- Designed and developed mobile-optimized landing pages to house sales videos

AOL: JUL 2011 - NOV 2017 ART DIRECTOR: AUG 2016 - NOV 2017

Previous Roles: Associate Art Director, Senior Designer, Interactive Designer

As leader of the Art Director group for AOL's Creative Client Services team, my primary role was to ensure that all projects met the highest standards of design and creativity. This included making certain that the team delivered projects that were on-brand, effectively communicated the client's message, exceeded the campaign objectives, and delivered on the key performance indicators. Duties included:

- Mentored Senior Designers & Associate Art Directors
- Presented concepts directly to large clients and agencies
- Planned and led concept meetings and directed team members in conceiving and brainstorming
- Directed designers and provided constructive feedback to help them solve issues related to visual design, layout, animation, interactivity, copywriting, and UX/UI
- Designed and built best-in-class HTML5 mobile and desktop ad campaigns

CARTON DONOFRIO PARTNERS: JUL 2007 - JUL 2011 DIGITAL PRODUCTION ARTIST: JAN 2009 - JUL 2011

Previous Roles: Interactive Producer

As a Digital Production Artist, I aided in the design and development of integrated advertising campaigns, created award-winning banner advertisements, and developed highly effective email marketing templates.