

profile

A seasoned creative with over 12 years of extensive experience in concept, art direction, design and development of digital work - the last 5 in a large agency environment. Cutting-edge creative and conceptual skills along with strong knowledge and experience in the full production cycle of digital projects. Experience in managing and directing teams of creatives and developers.

Experience includes:

WEBSITES - Simple landing pages and minisites to full featured larger sites. Static and DB driven, HTML/CSS and full Flash sites. Also, tie-in and use of Social Media APIs.

BANNERS/OLA - An abundance of campaigns from standard animated Flash units to Rich Media, including video players, games, synchronized multi-unit page take-overs and templated dynamic content delivery units. From initial concept through development and resizes.

MOBILE - Full sites, Apps and mobile OLA units.

SOCIAL MEDIA - Apps, Pages, skins, and API tie-ins for creation and delivery of content. Facebook, YouTube, LinkedIn, Tumblr and Flickr.

DEVICE CONTROL - Hobbyist. Arduino, motion sensor hacks and device re-purposing.

employment

EURO RSCG EDGE Boston MA 2011 - present

FREELANCE ART DIRECTOR / DESIGNER

Concepted, designed and directed websites, mobile websites, OLA and direct mail print. BlackRock, MaxClarity, Qualcomm/Tagg, Citi AAdvantage Card, New York Life

ARNOLD WORLDWIDE Boston MA 2006 - 2011

SENIOR DIGITAL ART DIRECTOR

Concepted, designed and directed websites, OLA, RM OLA, mobile websites and OLA, viral and social media projects.

Bahamas, Carnival, Dell, ESPN, Fidelity, First Marblehead, McDonald's, Mederma, Panasonic, Progressive, Ocean Spray, Radio Shack, Royal Caribbean, Steinmart, Strayer University, Talbot's, Vertex, Virgin Mobile, Vonage

FREELANCE Boston MA 2000 - 2006

DIGITAL DESIGNER / DEVELOPER

Concepted, designed, directed and developed full websites for small to medium businesses. Contracted with other design firms for motion design and development projects.

Allan Penn Photography, Blue Cross Blue Shield Foundation, Boston Globe/boston.com, EMC/Documentum, J Kennard Architects, Phillips Design Group, Pho Republique Restaurant, Stormship Design, Tufts Health Plan, University of Hartford

MARTHA'S VINEYARD PUBLIC CHARTER SCHOOL Martha's Vineyard MA 2004

TEACHER

Taught three semesters of Flash-based computer animation class.

ICAST.COM Woburn MA, September 1999 - August 2000

ART DIRECTOR

Designed and directed the iCaster, a skinned desktop application. Designed and directed the iCaster section and other sections of iCast site. Managed a team of multiple designers - both internal and contractors.

education

MASSACHUSETTS COLLEGE OF ART Boston MA, Class of 1998

B.F.A. MEDIA ARTS / Studio for Interrelated Media

Multimedia Design, Animation, Video, Installation, Sculpture