



Professional and dedicated Creative Director with incredible client relationship skills.
Able to lead teams on- and off-site. Helped streamline approval processes to save thelab money and time.

EDUCATION

The Art Institute of Boston
at Lesley University
BFA Illustration

SKILLS

Leadership, Design,
Communication,
Photoshop, Illustrator,
InDesign, Dreamweaver,
After Effects, Final Cut Pro,
Premiere, HTML, CSS

FEATURED CLIENTS

Disney
United Airlines
FedEx
Ally Bank
Chadwick's of Boston
Dannon

EXTRA INFO

When not working,
sings in a punk band,
paints, and is a foster parent

EXPERIENCE

Altice USA

Lead Visual Designer November 2020 - Present
Lead UI projects for Optimum and Suddenlink

Accomplishments at Altice:

Work with off-shore talent to create rich experiences including self-install wizards.
Reworked customer portal to be more about self-help so users wouldn't have to call support for the most common questions.

thelab

Associate Creative Director
December 2017 - October 2019

Co-lead the Disney Vacation Club account consisting of 8 designers/copywriters.

Accomplishments at thelab:

Full re-brand and messaging for DVC. Campaigns ranging from CRM to 360. Create efficient workflow for high-volume nature of work while retaining the highest quality.
Communication between 3 agencies to maintain consistency.

Wunderman

Associate Creative Director
June 2013 - September 2017

Direct 5-10 Art Directors, Designers, UX and Copywriters (in New York and Buenos Aires) on projects ranging from email blasts to full 360 campaigns, being hands-on when called for. Communicate daily with clients, Account and Project Management. Facilitate projects from beginning to completion.

Accomplishments at Wunderman:

Re-imagined all elements of United MileagePlus Premier membership materials, variable printing for personalization. Creation of mystatus.united.com which enables MileagePlus members to visually track their progress toward their Premier status and keep up to date with their benefits. Working on multiple campaigns currently utilizing digital, social and print channels. Reinvented the United Airlines social media channels.

Tank Design

Sr. Designer
September 2006 - May 2013

Worked both as part of the main FedEx team as well as run projects from beginning to completion on an individual basis. Act as a mentor to Jr. Designers.

Accomplishments at Tank:

Part of the team that has redesigned fedex.com including mega menus and responsive applications; Launched My FedEx Rewards loyalty program; Oversight on many promotions including emails, banner ads, landing pages and online games for FedEx and FedEx Office; Create style guides and visual language for Ally Bank; Worked on Call Of Duty Elite styles and UI

LET'S WORK TOGETHER.
CALL 857.891.8061 TO START CREATING.
